PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXVI, No. 6 NEW YORK, AUGUST 5, 1926 10c A COPY

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What the well-dressed bathroom will wear

FASHION is creeping into the bathroom! That used to be a plain vanilla sort of room. But now it is getting pistachio, so to speak: Sunken bathtubs, that are veritable swimming pools. Tiles tinted, limpid and pellucid. And luxurious, decorated towels by the Cannon mills.

That's one of the things Advertising Headquarters is working on just now: Making smart-looking Cannon towels fashionable. These towels have always been known for their sturdy, prudent, economical quality. Now Cannon is making them things of delight, of charm. And the printed word is making them vogue.

The most decorative color pages ever devoted to towels are filling towel racks and linen closets with these rich, smart-pattern towels. Creating a real desire for Cannon towels, among the thrifty as well as the luxury-loving. For, we tell them, Cannon towels are woven with beauty for the warp, and quality-economy for the woof.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO



"Circulation," when it is Free distribution, is often akin to ordinary "Circularizing," as far as the recipient is concerned.

IMPORTANT BUYERS

All Lines — Everywhere — Buying Every Product

order and pay for this

SUPERIOR PURCHASING GUIDE

Its "Circulation" consists very largely of "Subscribers."

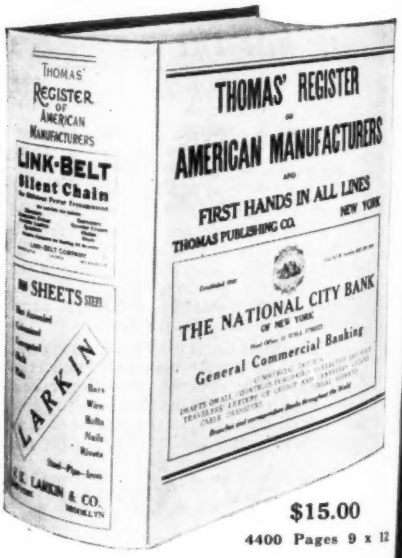
No matter what your product, this Register would often present your sales message to the **right man** at the **right moment;**—many times when you would not come to his attention at all, if your sales message is not in the Register; —our users rarely look elsewhere.

The only "Paid" circulation work of its kind.

It aims at 100% completeness, regardless of advertising. That is why

BIG BUYERS Prefer it.

A.B.C. MEMBER (THE ONLY ONE)



$15.00

4400 Pages 9 x 12

2300 Advertisers Use 7432 Spaces

Most of them use "Keys" and know what they get

Space costs for only one issue a year, but continues as effective throughout the year as if repeated every week or every month.

THOMAS PUBLISHING COMPANY, 461 Eighth Ave., NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription $3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXVI NEW YORK, AUGUST 5, 1926 No. 6

How the Texas Company Introduced Its New Gasoline

A Detailed Account of the Texaco Advertising and Merchandising Plans in Marketing a New Product

By C. B. Larrabee

ON the night of May 13, 1926, all Texaco gasoline pumps in the Western part of the United States were just plain, ordinary, red gasoline pumps. On the morning of May 14, 1926, each pump had flowered. The blossoms were blue cloth pennants, bearing the message, "The New and Bet er Texaco." In the windows of all Texaco filling stations appeared large banners which read, "The New and Better Texaco Gasoline Is Here." In newspapers throughout the territory appeared full-page advertisements telling about the new gasoline, and any filling station man was more than willing to step up to your car and tell you about this new gasoline and to back up his words with an eight-page booklet.

This phenomenon was repeated in the Eastern part of the United States on May 21 and by that time every Texaco pump in the country was dispensing the "new and better Texaco." In other words an unusual merchandising campaign had reached its culmination.

This campaign was not unusual because of any strikingly new or spectacular ideas because The Texas Company stuck pretty closely to well-tried merchandising and advertising ideas. It was unusual, however, because of its thoroughness in planning and execution. As such it offers any advertiser an excellent model in his study of how to announce and merchandise a new product, for, although the new gasoline is, in a sense, merely an improvement over the old, it is, in reality, a new product and was merchandised as a new product.

The genesis of the campaign goes back to the Holmes-Manley still—a still, in oil refining parlance, being the place where gasoline goes through its final refining process. The Holmes-Manley still is named after the president of The Texas Company, R. C. Holmes, and his assistant. Nor is the name an idle compliment to a chief executive. Mr. Holmes is a technician and much of the success of the new refining process is due to his years of work.

Since this is not a technical article, there is no use in talking technical terms, such as distillation range, volatile fractions, etc. Suffice it to say that Texas has discovered a refining process whereby it can produce a better grade of gasoline, "a dry gas," which, according to the company, will, among other things, permit perfect combustion, minimize crank-case dilution, give quicker acceleration, give more mileage, etc. How the technical side of the campaign is being handled in telling the story to the consumer will be told later.

Once the Holmes-Manley still was perfected, came the question of production. Work was started at once to make enough stills to refine a sufficient volume of gaso-

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line to supply all Texaco pumps. The company might have done as other companies are doing, that is, sold two grades of gasoline. Instead, however, it decided to make and sell just one grade for the motorist.

When production was taken care of, came the question of distribution. The company realized that the most effective campaign could be built if every pump in the country could supply the new gasoline. Therefore a drive was made to clean out old stocks and get the new gasoline in the pumps. In some cases this meant emptying storage tanks of the old gasoline, shipping it back to the refinery and putting it through the new process. By May 14 all pumps in the Western territory were able to supply the new gas and by May 21 pumps in the Eastern territory had been supplied. Due, however, to the fact that this distribution problem had to be handled in two sections, the campaign was handled the same way. Therefore the West was just one week ahead of the East, although the steps followed in each section were identical.

Some weeks before the campaign was due to break the company's salesmen were called into meetings and told about the new gasoline. They were to be the missionary men. The company is fortunate in that each of its salesmen visits his customers on an average of every ten days. Therefore no special crews were needed to explain the new gasoline.

The salesmen were drilled again and again in the facts of the campaign. They were furnished booklets which explained the new gasoline thoroughly and they studied these booklets. The company made itself sure that every salesman could tell the entire sales story even in his sleep.

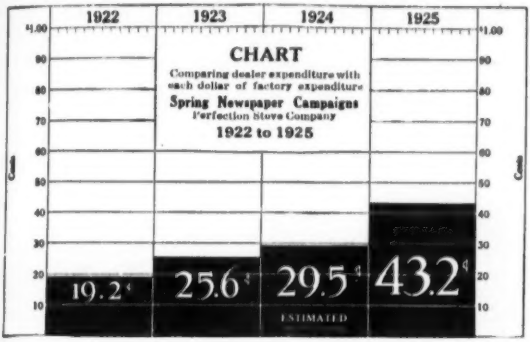
Next the salesmen, armed with their data, went to the dealers. Within a short time every dealer and his employees knew the story of the new gasoline, and had been furnished with the "Gasoline Blue Book," containing twelve pages filled with boiled-down information.



THIS ONE INSTITUTIONAL ADVERTISEMENT WAS USED IN THE TEXACO NEWSPAPER CAMPAIGN

The time was now ripe to tell the consumer. Here the company decided to tell the story in an unforgettable way. To do this meant a careful co-ordination of a number of advertising factors and a plan which would make the opening day of sales climactic. The best way to explain the various units of the advertising campaign is to describe each one separately as follows:

1. *A blue cloth pennant on every pump.* This pennant's message has already been described. No pennants were put up the night before the gasoline was ready, but every Texaco pump was expected to fly



How many cents do your dealers spend when you spend a dollar?

GETTING the dealer to do his part, when the factory puts special effort into his territory, is an important feature of our work.

It's important because the extent of a dealer's advertising is frequently a good measure of his sales activity.

We have developed a specialized system designed to secure the maximum dealer tie-up with the program. It co-ordinates the efforts of the salesman and the local newspaper and gets results like those shown above.

Exact methods in the management of campaigns help to make the advertising dollar go farther.

THE H. K. McCANN COMPANY

Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES SAN FRANCISCO MONTREAL DENVER TORONTO

THE H. K. McCANN COMPANY TRUTH WELL TOLD ADVERTISING

a pennant on the day the gasoline was announced. Armed with wire and pliers the salesmen made sure that such was the case. The pennant was a tie-in, at the point of sale, with the other announcement features.

2. *A cloth sign on every station.* This sign has already been described. It was hung on the window or on the wall of each station. It was another tie-in with the general campaign. Again the salesmen were asked to co-operate to see that dealers used the pennant.

3. *Reproductions of the company's newspaper advertisements.* These were in giant size and were posted in windows and on walls of the stations. Again the company was tieing in with its newspaper announcements.

4. *An eight-page folder.* In this folder the company told, in simple language, the story of the new gasoline. Thousands of these folders were given to dealers for distribution to customers. This folder was a boiling down of the "Gasoline Blue Book" already mentioned. It told the story as follows:

a. Introductory paragraph telling of the discovery of the new gasoline.

b. A table of distillation tests and gravity followed by a comparative table showing how the new gasoline is uniformly much better than required by Government specifications and uniformly better than an average of 1,049 samples of competitive gasolines.

c. Five points of superiority under a general heading, "Why It Is Better." Point one was the comparative table just explained. Point two was uniformity of quality. Point three was "vaporizes where other gasolines only atomize." Point four was, "It is a dry gas instead of a wet gas." Here cross sections of the manifolds of two motors were shown. One motor, using ordinary gasoline, showed wet pockets which fouled spark plugs. The other motor showed no wet pockets, meaning complete vaporization and no fouling of plugs. Point five was "combines the desirable qualities of all gasolines in one."

d. A page headed, "What it does," and listing the following points:

(1) It gives you a quick start.

(2) It gives you a quicker pick-up.

(3) It gives you more miles per gallon.

(4) It gives you relief from carbon or spark knock.

(5) It gives you better lubrication.

5. *Periodical advertising.* This includes advertising in three national periodicals. The first advertisement in this series was a double page spread. On one page was merely the slogan, "A New and Better Gasoline," and a picture of a Texaco pump. On the second page was the following copy:

The Texas Company, always active and aggressive in the development of high grade petroleum products, now offers the American motoring public a new gasoline with a combination of qualities never before attained in a motor fuel.

It is a product of perfectly balanced distillation range, more volatile, and vaporizes to a dry gas.

The new gasoline is made possible through the Holmes-Manley Gasoline Process, owned and controlled by The Texas Company, representing an investment of millions of dollars and many years' efforts of refinery experts.

The *new* and *better* Texaco Gasoline has *all* the good qualities of any gasoline or motor fuel, *regardless of price.* It contains no chemicals. It needs none. Over two million barrels of this new product are now on hand.

Stop at the first Texaco pump you see. All tanks and pumps are now supplied with the new product. Fill with Texaco Gasoline; and Texaco Motor Oil, the clean, clear, golden oil, known everywhere for its quality, full body and purity. You will note with pleasure the improved operation and condition of your engine.

This advertisement is being followed up by a series of advertisements all dealing with various factors of superiority in the new gasoline. As the periodical campaign progresses it is being broadened to take in the company's oil. For some years the company has been advertising the superiority of its oil and it feels that this campaign must not be neglected. Therefore, as soon as possible, oil appeared in the picture again, thus making the new campaign a continuation of previous advertising.

(Continued on page 162)

On March 7, 1926, The Brooklyn Standard Union went back to the pre-war price of one cent, and the average circulation for April, May and June at the one cent price is:

Net paid daily
82,033

Net paid Sunday
84,014

R. J. R. Hunsiman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

Needlecraft Magazine

Extends Its Service to Home Makers

FOLLOWING the recent appointment of Ethel M. McCunn, noted needlework writer and designer, as Associate Editor, Needlecraft now announces an extension of its service on two subjects long of paramount interest to its readers—Home Decoration and Foods.



An Enlarged Department of

DOMESTIC SCIENCE

ANNE PIERCE, who will direct this department, was assistant to Dr. Harvey W. Wiley in the Bureau of Food Sanitation and Health of Good Housekeeping and was for eight years Director of the New York Herald Tribune Institute.

Needlecraft's more than a million readers prepare or supervise the preparation of three meals a day the year round. This fact has prompted Needlecraft to provide them the best information on the subject it is possible to secure. Miss Pierce's department, "Food Facts for Home Folks," will be thoroughly practical yet always interesting and will make doubly effective the advertising of manufacturers of food products who seek to reach the small town market.

An Enlarged Department of

HOME DECORATION



TO beautify and make more livable the home in which she lives comes as second nature to the typical Needlecraft reader. This interest has been met by special, seasonable articles. However, the demand for a more comprehensive treatment of the subject became so great Needlecraft has just added Hazel H. Adler, of New York, to its permanent editorial staff. Mrs. Adler is an outstanding authority on interior decoration, color-consultant to a number of America's biggest concerns, author of the standard textbook "The New Interior," and lecturer. Her monthly articles will cover every phase of home decoration—inside and out—which, with a complete and free service to individual subscribers will extend Needlecraft's usefulness not only to its loyal "Salt of the earth" readers but to manufacturers now seeking a foothold in the small-town market.

NEEDLECRAFT circulation is predominantly among the women of the small towns, the home folks of America—the "Salt of the earth." Let us send you detailed information about the more than a million readers who comprise the Needlecraft Market.

NEEDLECRAFT MAGAZINE

ROBERT B. JOHNSTON, *Advertising Director*

285 MADISON AVENUE, NEW YORK

Quaker Oats Reverses a Copy Trend

Uses Testimonials of Everyday Folks in Newspaper Advertising Rat Than Aristocracy to Broaden Market for Puffed Cereals

THE reader of advertisements built around testimonials has become rather well accustomed in the last few years to the word of commendation from high places. The old-time, brightly dyed testimonial that reported miracles wrought and convinced no one, went to seed long ago. In its place, the gardeners of advertising are growing a brighter bloom—advertising orchids, delivered in dozen lots.

And it isn't old Peter Putterround of Lewis' Landing who writes the testimonials nowadays. Not at current lineage rates. The throne rooms and salons of the Old World send their crested quota of approval for a variety of advertised goods. At home the socially elect, golf champions, movie and stage stars, explorers, authors of best sellers, scientists and .400 hitters are the pegs on which the most readable of copy is hung.

In the last few weeks, the Quaker Oats Company has somewhat reversed this trend of copy by using testimonials which have their origin with plain everyday folks rather than with the aristocrats. This advertising is for two of its breakfast foods. The task assigned this campaign is that of breaking down the idea that Quaker Puffed Rice and Puffed Wheat are dainty foods, not suited to the diet of the man who uses up a lot of physical energy between the whistles that mark the start and close of his working day.

To get the eye of the great market made up of men who get their hands dirty when they work, Quaker Oats is using 115-line copy in about a hundred newspapers. Each piece of copy is headed: "Everyday Folks and Their Breakfasts." Each shows an illustration of a tradesman with his brief endorsement of one of the Quaker puffed grains which leads into descriptive copy. So far, only a individuals have been used in testimonial campaign, but in case has the advertising lea on the personality or reputat of anyone known to the gen public.

It becomes evident, therefo that this campaign stands sharply from other testimo campaigns wherein manufactur depend on the high position popularity of some man or wo in the public eye. Obviously thought back of most testimo advertising today is that if s person of unquestioned promine has used a certain product pronounced it good, count others, more or less eager to low the leader, will buy and it. The Quaker Oats view ho however, that in matters relat to food the printer, the plum and the policeman will be in enced most by what men of th own stripe—average fellows w work and work hard—have to s The praises of the aristocracy birth, wealth, sport, or drama accomplishment count for lit in matters of food at least, w the bigger market that works w its hands. And that is the mar Quaker Oats is interested reaching with this particular c paign.

TRIED ORIENTAL TYPE COPY

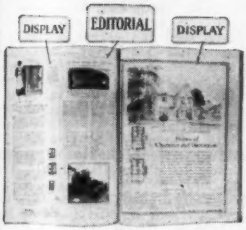
When puffed wheat and were first advertised, some fift years ago, the company s rounded these products with oriental atmosphere. Before l it was realized that this Japan and Chinese type of copy was the best approach to American petites. The company then chan to news copy. In manufactu puffed cereals, the grains heated to a high temperature shot from wooden guns into air where they explode, expa ing in the process to several t

The House Beautiful Offers—



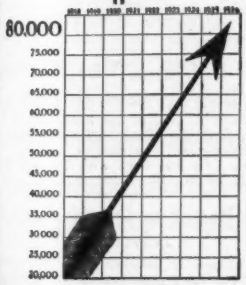
HOME OWNER APPEAL, *NET!*

The House Beautiful confines itself solely to one subject, the home and its appointments. The matter of dogs, cattle, real estate, etc. it omits. To any product, necessity or luxury, which adds to the beauty and comfort of the home, it offers a friendly entrée at low cost.



MAXIMUM ADVERTISEMENT VISIBILITY

Each advertisement carried in The House Beautiful faces or adjoins editorial—there are no buried ads. Twelve times a year your individual message commands the undivided attention of 80,000 interested readers whose patronage is influenced by the appeal your product creates.



A RISING CIRCULATION

In a few years, The House Beautiful has climbed steadily from a modest circulation of 20,000 to one of 80,000. Yet you pay for only 70,000 (A. B. C.) during 1926. You are entitled to space alongside reading matter, you pay for a class appeal—you get it in The House Beautiful.

Buy on a rising tide.
Circulation rebate-backed, guaranteed.
More facts on request—Write Now!

THE HOUSE BEAUTIFUL

A Member of The Class Group

8 ARLINGTON STREET BOSTON, MASS.

their natural size. People were interested in reading about this new manufacturing method and it led them to try the products.

Gradually the sale was built up by persistent advertising. The company stressed flavor along with the unusual manufacturing method, but rarely brought in the matter of food values. As time went on, the idea gained currency that the puffed cereals were a delicious and dainty food especially suited to the diet of people who were not called on for heavy physical exertion. From that idea to the companion idea that they were a sort of luxury food was only a short step.

"People have fallen into the habit of thinking of our puffed grain breakfast foods as excellent for children and others whose diet must be kept light," said one of the Quaker Oats executives to PRINTERS' INK recently. "They have regarded it as an expensive food. I think perhaps we as manufacturers, because of our closeness to our problem, did not give all the study necessary to the consumer's viewpoint regarding food values. Besides this, in our advertising we laid a great deal of emphasis on the tastiness and daintiness of these products. It was easy for this type of advertising to shoot over the heads of folks who like flavor in breakfast cereals but who also insist on cereals that are substantial, not expensive and are good for them.

"Unquestionably in our sales promotion we did not reach the enormous market made up of people who work with their hands as well as their heads. We want to sell that market. Our newspaper advertising of 'Everyday Folks and Their Breakfasts' is one approach to it. In it we are using the pictures and endorsements of men from various trades who have found puffed wheat and puffed rice palatable and satisfying. So far, we have used only about a dozen different testimonials. Obtaining them is not at all difficult although we receive many that cannot be used. What we want for advertising purposes is the testimonial that breathes wholesomeness and credibility. It is only by avoiding extremes that we can expect to influence the great mass market which is our goal in this campaign."

Is it possible that testimonial copy coming from the high places has lost some of its original glitter by becoming commonplace? Without suggesting any answer to that question, it is interesting to observe that the Quaker Oats people are counting on the plain utterances of plain people, unused to the spotlight, to help open up what is their biggest market.

Pacific Mills Departments to Move to New York

The sales promotion and advertising departments of the Pacific Mills, textiles, are to be moved from Boston to New York. According to Edwin Farnham Greene, treasurer, the removal is an initial step in the realignment of the Pacific Mills marketing organization. The aim is to bring about a closer coordination between the company's various marketing activities, in order to further improve the service rendered to its customers.

Cowan, Dempsey & Dengler, Inc., New York advertising agency, has been appointed to direct its advertising account and to act in an advisory capacity. The change in the advertising account will not be effective until January 1, 1927. Until that date the account will be continued under the direction of the Franklin P. Shumway Company, Boston.

The advertising account of Lawrence Company, selling agents for the Pacific Mills, is not affected by the change and will continue to be directed by the Shumway agency.

L. E. Seaver, Vice-President, Encyclopaedia Britannica

Louis E. Seaver has been elected vice-president in charge of advertising of Encylopaedia Britannica, Inc., New York. He has been with the New York office of N. W. Ayer & Son.

Batten to Direct Nupak Advertising

Johnson & Johnson, New Brunswick, N. J., have appointed George Batten Company, Inc., to direct the advertising of Nupak.

New Account for Lord & Thomas and Logan

The advertising account of the Sunland Laboratories, Inc., Los Angeles, has been placed with the Los Angeles office of Lord & Thomas and Logan.

e Than One Half Million Wisconsin Readers Every Day

Where Advertising Pays It Grows and Stays!

DURING the first 6 months of the year, The Milwaukee Journal printed 9,518,087 lines of paid advertising—far more than two and a half times the volume of paid advertising printed in any other Milwaukee newspaper and a gain of more than 890,000 lines for The Milwaukee Journal over the first six months of 1925.

The Journal's national advertising mounted to almost two and half million lines—a gain of 25% over the first half of 1925. This increase of 485,746 lines was more than 100,000 lines greater than the *combined* gain in national advertising for the other *two* Milwaukee papers.

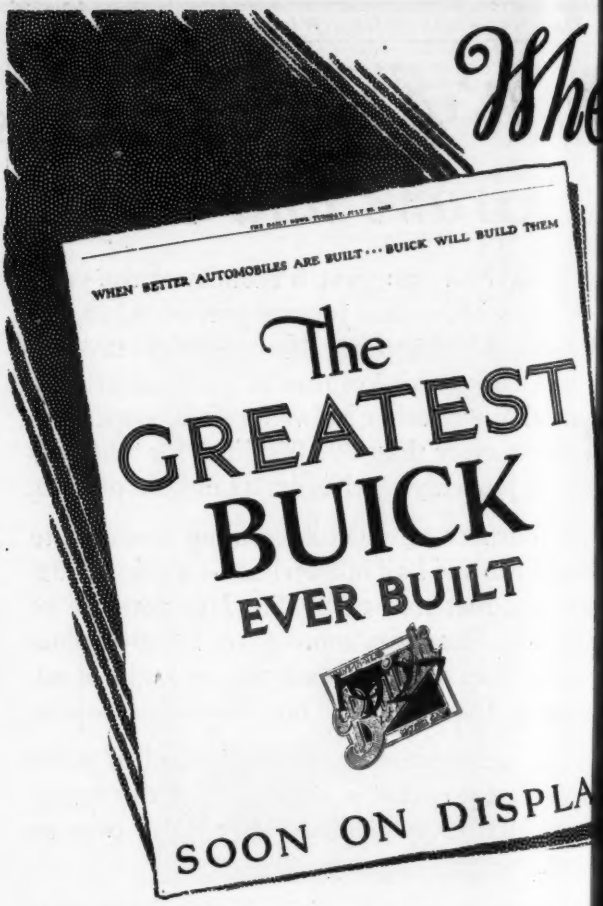
A wide recognition of the high level of stable buying power here is evidenced by this exceptional increase in national advertising over an already large volume.

Concentrate *your* advertising in this *one* paper to thoroughly cover and sell this rich, stable market-

HE MILWAUKEE JOURNAL

FIRST BY MERIT

d by More Than Four Out of Five Milwaukee Families



THE CHICAG

Firs

Adve

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Woodward & Kelly
Fine Arts Building

The News Breaks

the full story is told in the Chicago Daily News; and there Chicago people expect it.

THE complete announcement schedule of the 1927 Buick advertising—the largest announcement campaign ever made by an automobile manufacturer—is appearing in The Chicago Daily News. The advertising is placed by the Campbell-Ewald Company.

DAILY NEWS

Chicago

Representatives:

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO
C. Geo. Krogness
353 First National Bank Bldg.

Oklahoma Crop Report

The U. S. Government forecasts a big increase for every one of Oklahoma's 1926 crops over the bumper productions of last year.



WHEAT Indications are that the government's official forec of 69,531,000 bushels of wheat for Oklahoma will surpassed by more than 10%. This is by far the biggest crop in Ok homa's history. It is bringing millions of dollars of new wealth Oklahoma farmers.



CORN Rains recently have assured an excellent corn crop Oklahoma. The government has set the total prod tion at 42,495,000 bushels for 1926 as compared to 19,185,000 bush last year.



COTTON Oklahoma's cotton crop never looked better at t time of the year. The latest government rep indicates a yield of 1,510,000 bales for Oklahoma.



OATS and BARLEY An increase of more than 2,00 000 bushels has been forecast Oklahoma's oats crop over that of last year—production being set 28,973,000 bushels. The estimated total production of barley is 4,42 000 bushels, more than twice the yield of 1925.



BROOMCORN, ETC. Oklahoma will produce almo one-half of the nation's broo corn crop, production for this state is set at 23,400 tons. The Oklaho production of sweet potatoes this year is 2,100,000 bushels compar with 1,180,000 bushels last year. Oklahoma's grain sorghum crop forecast at 21,400,000 bushels, 50% larger than last year.

Oklahoma farmers have more buying dollars than ever before! Sale opportunities are increasing rapidly everywhere in this big farm market Take advantage of these opportunities through consistent advertising in Oklahoma's *only* farm paper, The Oklahoma Farmer-Stockman.

Carl Williams, Editor

The OKLAHOMA FARMER-STOCKMAN

Oklahoma City

Ralph Mil, Adv. Mg

E. KATZ SPECIAL ADVERTISING AGENCY

New York · Chicago · Detroit · Kansas City · Atlanta · San Francis

The Merger and Its Lesson for the Advertiser

Rapid Passing of Small Business, with Consequent Great Opportunity for Economic Merchandising, Reflected in Bank Advertising

By G. A. Nichols

IN a recent newspaper advertisement the Mercantile Trust Company, of St. Louis, makes this significant announcement:

"The Mercantile Trust Company is especially equipped to handle mergers, consolidations, sales and refinancing of business organizations in the interest of greater volume of production with its consequent lower overhead, lower profit per unit but higher profit per year."

This announcement has to do with a newly organized division of the St. Louis institution, to be known as the Corporation Finance Department.

Festus J. Wade, Jr., vice-president of the bank, in informing PRINTERS' INK of the development, ventures the suggestion that "this is a rather unusual service for a trust company to offer, and we believe it is the first time such service has been brought forward in advertising."

Mr. Wade's modest comment hardly tells the story. The advertising may be unusual in point of newness, but in reality it is the inevitable outcome of economic workings.

In other words, the time has now come when banks can advertise openly their ability and willingness to perform this essential service for business. They have been doing the work right along, but in past years the public mind was so hostile toward so-called "trusts" and combinations of capital that such work, although vital to the country's welfare and legitimate as the Ten Commandments, had to be done under cover. Formerly, for a banker to advertise for customers wanting to effect mergers, and doing it as frankly as a retailer trying to get new customers to buy his dry goods or shoes, would be to call down upon himself trouble in many different languages.

That a bank can now advertise the unquestioned economic benefits of consolidations and tell how it can supply the ways and means for making them, is plenty of evidence that the rule of common sense is coming to prevail in business to a greater and greater degree.

PEOPLE WANT LOWER PRICES

"Back of it all," Ralph Van Vechten, president of the State Bank of Chicago, recently said to PRINTERS' INK, "is the nation-wide trend toward economy. People want to buy better merchandise and buy it on the basis of real value, without having to pay the penalty of uneconomic practices anywhere along the line having to do with manufacturing or selling. Perhaps they do not visualize it or express it in just these terms. They say they want lower prices, but this does not mean that they want cheaper goods. Manufacturers find that by effecting economies in production and distribution—the economies that can come through added volume—they can cater to this demand with profit to themselves and satisfaction to their customers. The outcome is that there is an unrelenting fight being waged on waste, wherever waste may be. If there is any factor or any practice in the whole process of manufacture and distribution that is wasteful and unessential, simple business prudence demands that it be eliminated."

This general move toward economy, of which Mr. Van Vechten speaks, is fast becoming—already is, in fact—the watchword of business. Thus we have before us right now the illuminating spectacle of manufacturers everywhere fighting to cut down the selling

price to the consumer through lower operating costs. People are today recognizing that the professed policy of manufacturers to work toward lower prices is genuine and not the mere competition of bunco slinging they formerly thought it was.

As a result, what do we see?

There is much less of a tendency to run amuck when the words "combination" or "merger" are mentioned. Samuel Insull can unite the gas company and electric company in Chicago under one management and to these add a string of similar plants extending over a good part of Illinois. Then he can acquire the elevated railroads in that town and develop a modern electric line between Chicago and Milwaukee. These various interests go to make up quite a sizable combination. Yet complaints are at a minimum.

The great packing concerns of Armour and Morris united. There was every reason in the world why they should. They were duplicating efforts to an extent constituting an absolute waste that made it impossible for either to make even a nominal profit. When they went together, the Secretary of Agriculture said the deal was O.K. A few years ago he would have decided the other way, if he wanted to remain in the President's cabinet. Some smart economists predict to PRINTERS' INK that in time all the leading packing houses will be united into one gigantic whole. Until then, certain serious wastes are bound to be unavoidable and people will continue paying higher prices for packing house products than would be the case if the whole thing were on an economic basis. The high prices they now are paying do not represent corresponding profits for the packers. They go to pay for waste brought about by duplication that might just as well be avoided.

Through these and a long string of other notable examples that might be mentioned it is becoming plain to the average American citizen that not only is there nothing inherently wrong in a merger of competing interests in the same line but that a positive benefit can thus be conferred upon the consumer.

It would be foolish to pretend here that a mysterious transformation for the better occurs immediately after a consolidation, or that merged interests are officered entirely by high-minded men who are in business chiefly to benefit suffering humanity. Unfortunately, the opposite is often the case. Nevertheless, the idea in itself is recognized as correct. And the Government is coming to see that its function is to prevent abuses of power rather than in making it impossible for the power to be realized.

Mr. Wade's bank, therefore, is doing a logical thing in forming this new department to finance the merging of businesses, with the idea of cutting out waste and thereby increasing profits even while cutting unit selling prices. Refinancing and consolidation can save businesses in times of stress. There are some outstanding businesses in Illinois and Indiana that would have gone broke in 1921 if Chicago banking interests under the leadership of Ralph Van Vechten had not helped them reorganize on a common-sense basis. If such a policy can save great companies when they are about to go under, it can do even more in ordinary times such as these.

MERGERS IN EVERY FIELD

All over the country important business interests are merging—banks, newspapers, factories of many kinds, public utilities and retail stores. This is so not because everybody of one accord has suddenly become sane, but because the law of economics is being permitted to work out its natural course. If this development proceeds, as it doubtless will, the man with the small business is going to find it increasingly hard to get along. People will not buy his goods because he cannot exist against competition with selling prices based on volume production and distribution.

The small business, relatively

speaking, is passing out of the picture. Study the selling policies of leading manufacturers and some of the larger jobbers and the truth of this statement will be seen. The whole tendency is toward volume and more volume. To cut down on waste and thus help to bring about lower prices, manufacturers are tightening up on their selling policies. Credit terms are stiffer and prompter payment is demanded. Pressure is being brought on retailers to carry fewer lines of goods and have those lines complete. Manufacturers in general are rapidly getting over their former antipathy toward moderate size individual orders because they see this works for volume selling and more resultful turnover. But the little man who, in a manner of speaking, merely plays along with good merchandise and who will not utilize correct selling methods, is not wanted. He is being forced out because he cannot buy goods at a figure that will enable him to compete with the bigger man who buys in larger volume.

A VEXING PROBLEM

Manufacturers are coming to see that the vexing problem of too many retailers and incompetent retailers is something that is bound to work itself out in the natural course of events. If some superpower could designate certain men to conduct retail stores in a town and keep all others out, the selling prices on most lines of merchandise would drop in a hurry. But this being impossible in this land of the free, it is obvious that the only way to determine the fit among retailers is to allow full and free competition and then go along with those who prove themselves.

This is the idea behind the recent move of the International Shoe Company in discarding exclusive dealerships. Jackson Johnson, chairman of that organization's board of directors, said in effect in the Dec. 24, 1925, issue of PRINTERS' INK, that the only way to get the right kind of retail distribution is to give all a chance and to forget about those who fall behind the procession.

If competition is to determine the fit, then it naturally follows that the unfit should be bidden a more or less fond farewell as soon as possible. A great many salty tears are being dropped on the biers of departed retail businesses that never should have existed. The manufacturer is accused of just about all the terrible things on the calendar of commercial iniquity. He is said to give the chain and department stores inside advantages which are passed out only to the favored few and so on. Anybody who takes the trouble to know a few fundamental things about merchandising can see in a minute that such accusations are silly. Some manufacturers have not the nerve to stand up under this sort of thing and keep catering to the weak retailer—or at least pretending to. But, fortunately for business as a whole, there is an increasingly large number who proceed in the opposite manner.

It is time that business in general should see clearly along one or two essential lines that are now considerably smoke-screened. Take this chain-store agitation, for example.

It has been said that manufacturers, willingly or otherwise, are deliberately playing into the hands of chain-store operators who, if certain retail association officials are correct, seem to be engaged in an orgy of price-cutting for some nefarious purpose known only to themselves. Manufacturers are charged with the commercial crime of fighting the independent store by giving to the chain store a price against which it is impossible for the individual to compete.

The agitators and the sentimentalists are correct in their belief that the chain store's buying costs are such that it can cut below the independent store's selling price and likewise beat the latter in volume profit. But they are wrong as to the reasons. Chain-store buying advantage comes through capacity to absorb volume. The

man who can buy in volume can get, and should get, a price to correspond. And when he reduces his selling price accordingly he is only proceeding a step further along toward that millennial period when the consumer can enjoy low prices scientifically based on mass production and mass selling.

The day of the merger is here. Businesses small and great are uniting, to quote again from the Mercantile Trust Company's advertisement, "in the interest of greater volume of production with its consequent lower overhead, lower profit per unit but higher profit per year."

Let us have more of them.

Build a shoe factory to serve one family and the shoes may cost $100,000 a pair. Let the factory serve 100,000 families and the price of shoes comes down to a reasonable figure. Let it unite with forty or so other factories which was done in the organization of the International Shoe Company, of St. Louis, and make and sell 160,000 pairs of shoes a day, and the price will be lower yet.

What applies to shoes applies equally well to automobiles or almost any kind of merchandise you want to name. Anybody who wants to observe the automobile situation with an open mind can see the irrepressible trend toward a few big units with a constant corresponding decrease in some of the smaller ones—important ones, too. No facilities for getting inside information are necessary here. One can read the financial statements of automobile manufacturers, compare them with previous showings, and the well-known handwriting on the wall will stand out in the plainest of English and in capital letters which require the services of no interpreter. Organizations such as the General Motors group, Chrysler and Nash are going rapidly ahead in the all-essential feature of net profits. Other organizations, while holding their own in sales or even considerably increasing yearly gross sales are dropping behind in net profits. The plain figures tell the story. There can be but one answer.

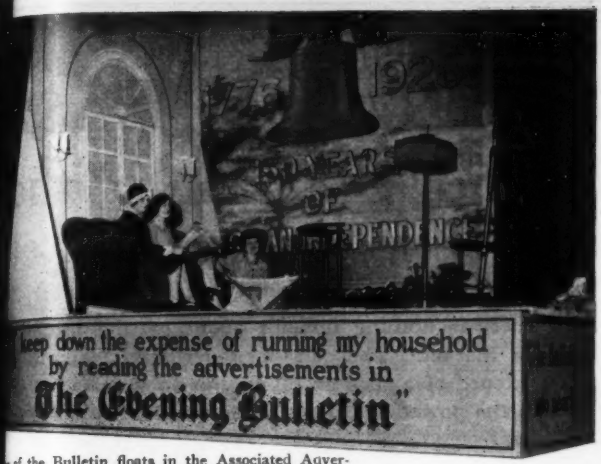
The General Motors companies are constantly adding new features to their cars at no additional expense to the buyer. They can do this, without the slightest impairment of their yearly net profits, because of the volume of their production and sales. They are big individually and tremendous collectively. Their very size enables them to apply the principle of mass production and distribution in a way that, if anything, adds to their net profit. Whereas, less powerful units in keeping up with improvements and new ideas are obliged to pay for them by taking *from* their net profits. The latter are forced into this situation because they are relatively small.

It can be said here on the best of authority that some surprising developments are underway in the automobile trade. Within a couple of years, at the most, certain well known figures in the industry are going to be forced out and their companies merged with others so as to bring about larger manufacturing and selling units.

Advertisers everywhere are sensing the new line-up in merchandising generally. Many of them do not understand exactly what is going on but know that fundamental changes are coming about. It will help them materially in laying out their advertising policies for the next three or four years if they can realize the exact truth and make their plans accordingly. This is that small units, whether it be in manufacturing, distributing or retailing, are being rapidly forced out—or forced together—in accordance with the rapidly approaching triumph of economic principles.

Arthur Freeman Returns to Gimbel Brothers

Arthur Freeman, at one time director of sales and advertising for Gimbel Brothers at New York, has again become associated with the Gimbel organization as the executive in charge of all sales and advertising. His headquarters will be at the Philadelphia store. He succeeds the late A. A. Christian. Mr. Freeman was formerly president of the Einson-Freeman Company, Inc., New York.



e of the Bulletin floats in the Associated Adver-ng Clubs' Convention parade at Philadelphia, June 21, 1926.

The Bulletin has become a part of the daily life of the Philadelphia household. Women depend on it for the information which enters into their daily purchases.

Of course—"In Philadelphia nearly everybody reads The Bulletin"—and that is one reason why it brings such prompt and satisfactory results to advertisers of food products and household utilities.

"In Philadelphia nearly everybody reads The Bulletin"

Net paid daily average for six months ending March 31, 1926:

533,169 copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper, and the third largest in the United States.

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco..Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1926, Bulletin Company)

WHY IT IS EASY To "Break Into" the New York Market

There is nothing difficult about getting into the York market. The sales-manager who fears its s frightened of a shadow. There is no wall to break with the power of dollars. There is no prejudice to come.

The tools are ready and waiting for any manufac with a worth-while product to enter this market and an immediate foothold, even though he may start on a paratively small scale.

The same effort which would bring success elsew will gain even greater results in the New York mar coupled with the tremendous power of advertising i New York Evening Journal.

This market is organized as no other. Every city and every suburban village is charted. Every outl known for every sort of product. Sales maps worke by experts and checked by the most experienced s managers in the field are available. Complete sales r which provide utmost economy of time and trav expense are available.

This analysis of the market, this charting and rou have been prepared by the New York Evening Jour corps of merchandising experts, in order to enable manufacturer to use to the utmost the advertising influ of this newspaper.

ew York Evening Journal

SUPREMACY

world's greatest single market

Scores of manufacturers have found that the New York market, ed by the New York Evening Journal, absorbs 25% and more eir output, at a profit margin exceeding that of an equal vol- of business done elsewhere. The New York market, rightly oached, is the most profitable one in the country. The New k Evening Journal offers the one great highway to the heart t.

More than 700,000 people buy the New York Evening Journal y afternoon and they pay 3c daily, 5c Saturdays for it. They it home, where it is read by approximately 2,000,000 consumers merchandise. This is America's largest evening newspaper ulation by a great margin. It is 142,654 more than the next two ing papers in New York combined.

For 27 years the New York Evening Journal has maintained leadership. For 12 years it has printed the largest volume of rtising of any evening newspaper in New York City.

CIRCULATION FOR SIX MONTHS ENDING MARCH 31st, 696,447 DAILY, NET PAID

NEW YORK VENING JOURNAL

America's largest evening newspaper circulation . . . and at 3c a copy daily, 5c Saturdays

New York Office: 2 COLUMBUS CIRCLE, New York City

Chicago Office
Hearst Building, Chicago, Ill.

Detroit Office
General Motors Bldg., Detroit, Mich.

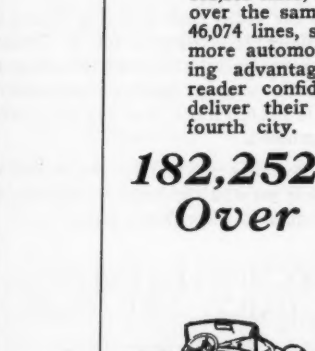
Greater Automotive Leadership Than Ever

Detroit News Prints
1,054,494 Lines First Half 1926

If there need be any greater proof than the thorough home coverage The Detroit News enjoys in its local trading territory to induce automotive advertisers to use it, they will find it in its ever increasing dominance in automotive advertising.

During the first six months of 1926 The News, with 1,054,494 lines of automotive advertising, shows a lead of 182,252 lines, an increase in leadership over the same period of last year of 46,074 lines, signifying that more and more automotive advertisers are taking advantage of the prestige and reader confidence of The News to deliver their messages to America's fourth city.

182,252 Lines Lead Over Nearest Competitor



Ajax, Auburn, Buick, Cadillac, Chandler, Chevrolet, Chrysler, Dodge, Essex, Firestone, Ford, Franklin, Goodrich, Hudson, Hupp, Jewett, Jordan, Lincoln, Marmon, Nash, Oakland, Oldsmobile, Overland, Packard, Paige, Peerless, Pontiac, Reo, Rickenbacker, Studebaker, Stutz, U. S. Tires, Watson Stabilators, Weed Chains, White Trucks, Willys-Knight, are some of the big accounts that help place The Detroit News record at the top.

The Detroit News

The HOME Newspaper

What Shape Shall the Illustration Take?

Compellingly Original Layout Conceptions Are Being Achieved through Doing the Unexpected

By a Commercial Art Manager

It is singularly true that, in laying out an illustration, the temptation is almost irresistible to fall into obvious and hackneyed forms. To present the illustration as a square unit, or in circular form, or in any of the familar conventions, seems to be the natural thing to do. Trail-breakers, in any field, are few and far between. As a rule, this condition is encouraged by the set form which a drawing or photograph may arbitrarily take, as produced by the artist or photographer. A very handsome painting is produced and it is square or circular or oblong, and that is the way it is apt to appear in the advertisement, with borders and typography conforming to it.

There is but one method of breaking this tradition of illustrative composition; the layout itself, in its first crude sketch, must be based on an original form. These unusual and very striking illustration-shapes are no mere accidents—they have been deliberately plotted-out in advance. The artist or photographer, producing the finished picture, must adhere closely to the sketch and arrange his scene to conform to it.

In many instances, a headline that gives purpose and idea to the strange shape of the picture. The most apparently rigid and inflexible objects can be molded to fit the shrewd ideas.

For example, an advertiser of metal counter-units, somewhat weary of the sameness of office interiors visualizing the product, set out to originate headlines which would invite the unusual in picture forms. "The Entering Wedge of Economy" was one of the successful display lines, and the counter-units were actually composed, in perspective, in wedge shape.

There is no question that when the illustration takes an unconventional form, the result is a far more compelling visual appeal. The smashing of convention is therefore possessed of merit. To square off a picture and place it, always in the expected position, at the top of a given space, makes for monotony.

"I always do the unexpected, pictorially and in matters of layout composition," states a national advertiser, "even at the expense of the accumulative effect and continuity. I have tried it both ways, and I know, from results, that everything is in favor of the bold and even swaggering illustrative form. I am willing to concede that a set style of layout, used continuously throughout a campaign, has certain advantages. It is popular to say that in time, the public comes to 'know the series,' but every campaign of that kind which we used ended by tiring us visually.

BE DIFFERENT

"Then we discovered that illustrations invariably gained interest and character by being unrestrained and by falling into pleasant contour lines. I have since found, from observation, that too many advertisers prescribe set forms for their pictures. They must appear at the top of the display and they must be square or circular or this or that. Give me variety and give me all the room in the world for the artist to tincture his illustration with individuality of arrangement."

It was advisable, in a certain photographic illustration for a ball-bearing house, to show the picture of a prosperous farm. But in any farm paper, there might be innumerable illustrations of this

type. Individuality seemed out of the question. Technique could not hope to supply the necessary individuality. The subject itself was commonplace.

It remained for this advertiser to seek and find a new physical form. A windmill was in motion, and a camera was placed on one side of the revolving wings. There was an open area in the centre. The eye of the camera was made to look through this space and the farm buildings were glimpsed in the far distance. Around and around, the blades whirled but the central scene was not blurred. Only the whirring wings were uncertain as to detail. And what a remarkably unusual illustration this made!

Hart Oil Burner illustrations have continuity without ever presenting pictorial features twice in the same physical shape. The tie-up, physically, a heart-shape, is not permitted to monopolize these pictures in their contour. On one occasion, the half-tone picture will occupy the complete outline of a heart. Then again, it will occupy only the top portion of the shape. In a third composition, it will be in a band across the centre of the heart. Individuality is secured in this interesting manner.

Basing its headline story, throughout a series, on the slogan: "In the path of progress," another advertiser places his illustrations in a series of paths which cut into type or across the space, with varying compositions. That path, in definite shapes, provides the novelty of each layout.

This problem of layout originality is complicated by the fact that a single advertisement may contain as many as from six to eight individual illustrations. The only recourse is to give dominant and picturesque shape to the most important of these pictures and to make it carry the composition.

The Listerine photographic series is an example of the application of a new idea. Heads, larger than they were ever used in any advertising series before, are made the over-all subject of a continuous campaign, with rather small white mortises cut into them where they do the least harm to the illustration. To present practically life-size portrait studies in this manner was truly an innovation. And coupled with this, was a conscientious effort at characterization and expression.

LET THE PICTURE GUIDE YOU

"Is the illustration to be a vignette or is it to take an arbitrary shape?" is the question which every advertiser asks himself at the inception of each campaign and he often does this without conferring with the artist and the material in hand. Allow the idea and the type of picture to decide. There are innumerable go-betweens of a valuable character. An entire series can be arrived at which will be neither one of these forms.

The figure of a woman using a vacuum cleaner is to form the main illustrative subject material of an advertisement. Well, how is it to be handled? Will it be enclosed in a square or a circle and put at the top of the space? Will it be silhouetted, and run large, from top to bottom, at the side? Will it be run in the centre of the page, with type on all sides? Will it be a vignette positioned at the bottom, and with a background vignetting off into the typography? There are so many ways and means, so many possibilities. Small wonder the novice is confused and is left in doubt. He is eager to select the best method of all. And there may be no one definitely best composition. One can be made quite as effective as another.

But there is very certain to be a truly novel composition idea. To find it means study and experiment.

That a series for plate glass should invariably be framed in the outline of a sunny window, is but to take advantage of a quite relevant idea. Thus, the campaign is strongly individualized and continuity provided. And it should be remembered that the window can be spotted anywhere on the page; at an angle, at the bottom of the layout, along margins or

No. 2 of a series of intimate glimpses into the Indianapolis Radius:

The Robinson Farm

The National Road sweeps across Indiana from Terre Haute to Richmond, on its way from St. Louis to Washington, D. C., paved every inch of the way, an historic highway.

Forty-one miles west of Indianapolis, on the National Road, lives the family of William Walter Robinson. Robinson farms 220 acres of flat, black, Indiana land, and there are no finer, richer acres in the middle west.

The Robinson home has 9 rooms, with hardwood floors, steam heat, electric lights and labor-saving appliances, good plumbing, and the kitchen would delight any housewife. There are two cars in the Robinson garage, a radio in the den. You'll find the late books and publications in the library, and the Robinsons are frequent visitors at the theater.

The Robinsons are prosperous—and they know how to live.

Down in front of the terraced lawn, at the edge of the paved highway, there is a yellow box, lettered NEWS. Every evening, at 4:10, The News special motor delivery leaves a copy of the last edition in the box.

The Robinsons shop in Indianapolis. Their wants are many and they have the means to gratify them.

Judged by any standard, The Robinson family is a highly important fraction of the consuming public.

Thousands of farmers in The Indianapolis Radius receive The News every day, in their own private News boxes, by the special motor delivery that speeds down the perfect highways of The Indianapolis Radius.

The Robinsons, all together, are a wonderful market alone.

The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

even embedded in the type itself.

There existed, at one time, a popular impression that type should never be "cut up" into unusual spaces and shapes. People would not take the trouble to go on a visual tour of inspection. Now this theory has been exploded, also.

The most popular layout scheme of the hour is the placing of the illustration to the centre of the space and wholly surrounding it with typography. If the picture happens to occupy an unusual and uneven space, then the type conforms to it.

It was a daring thing to give an illustration nine-tenths of the space and then to run directly beneath it such copy as could be crowded in. But this idea has grown exceedingly popular during the last few years and is now accepted as an excellent plan.

Everything is apparently "too radical" until some advertiser does it once. Then there are no criticisms. Others follow in rapid succession.

It is a pet theory to say that there is a psychologically scientific position for the picture, where the eye will "strike it," sympathetically, responsively, without disturbing the text.

Such theories merely retard the layout visualizer. A page is far too small to make such fine points important. The eye will do its own picking and choosing, regulated by the quality of each unit of picture or text.

As an example of the radical composition attention might be called to a recent layout for Timken bearings. The artist's specifications called for a rather peculiar illustration, namely, a small figure, dragging a length of glistening red-hot steel.

In the words of the descriptive copy, the drawing must elaborate this idea:

"In go billets of steel; out come rods of steel. In go the rods of steel; out come blazing, bright steel strands, snaking around the sweating giants who 'loop' the white hot metal through successive reducing operations. It is one of the awesome series of fiery spectacles in the great Timk steel works, whose output of el tric steel is the largest in world."

Admittedly, an illustration visualize this operation must dramatic to a high degree. No ing commonplace would do. A in arriving at a subject, the co sideration of the composition, form of the illustration was loo upon as quite as vital as the dra ing itself. How would it "ma up" on the page and in the adv tisement?

The result, regulated very lar ly by the picture itself, was m unconventional. A squared-o pointed, jagged black wedge p truded down into the white spa touching it at the bottom line a squaring at the top. Against t black form blazed the steel stra with the figure of the man at top. There was no vignette a no attempt to compromise.

Such is the illustrative spirit the hour. Anything for an effe anything to do that which is v emphatically different and novel

P. S. Tyler with Street & Finney

P. S. Tyler is now associated w Street & Finney, New York advertis agency, in the capacity of vice-presid and account executive. Mr. Tyler w for ten years, president of the Botsfo Constantine & Tyler Company, P land, Oreg., which, after his withdra became the Botsford-Constantine C pany. Later he was territorial sa manager for the Borden Milk Compa in the Middle West.

Masson, Seeley, Inc., Appoi F. W. Magowan

F. W. Magowan, formerly w Masson, Seeley Ltd., London, has b appointed vice-president and sales m ager of its American subsidiary, Mass Seeley, Inc., manufacturer of machin for embossing show cards. His he quarters are at New York.

Underwear Account to Cart Agency

The Henderson & Ervin Compa Norwalk, Conn., maker of Rockinch underwear, has placed its advertis account with the Carter Advertis Agency, New York. A campaign n being planned calls for the use of m azines.

RETAIL ADVERTISING IN

VOGUE

186 individual retailers have purchased space in Vogue during the past year.

This list includes the entire "Who is Who" of New York retaildom, as well as many houses in Chicago, Boston, Philadelphia and other leading centers.

In no other way could they achieve so effectively a national reputation.

VOGUE

One of the Condé Nast Group

All members of the Audit Bureau of Circulations



Business Boston is a wheel—not merely a hub

BOSTON is a rich market-*but Business Boston is richer still*

You know that Boston is an unusually wealthy and thriving city, but do you realize that the Boston trading area, which forms Business Boston, is the fourth richest market in the country? It *is!* And it is also, except for New York, the most *concentrated* market in the country.

For Business Boston—the Boston you want to sell—is not just the old Boston of 779,620 population. It is also the 40 towns, containing 1,808,845 people, within 15 miles of the center of the city. The territory beyond, still within an hour's ride, contains a million more!

Take full advantage of this rich market. Make your advertising appropriation for Boston worthy of the opportunities there. But—



The Union Square, Somerville. In this thriving community live a total of 99,032 people or more than twenty-one thousand families. They are within 15 minutes of the center of Boston—to all practical intents and purposes they are Boston.

Be warned about this!

Boston is a peculiar city—for advertisers! The reason is simple. The Boston market is a divided market. The population is composed of two great groups that differ in origin, in sentiment and tradition so sharply that no one newspaper can successfully appeal to both.

Of the four major newspapers in Boston, three appeal to one of these great population groups. The other, and more important group, is covered by the Herald-Traveler only. Thus, to cover Boston adequately, you must use the Herald-Traveler and at least one other paper.

Let us tell you more about this unique situation and about the great Boston market. A request on your business stationery will bring our booklet "Business Boston," promptly.

BOSTON HERALD-TRAVELER

Advertising Representative: George A. McDevitt Co., 250 Park Ave., New York City
914 Peoples Gas Building, Chicago, Ill.

For five years the Herald-Traveler has been first in National Advertising including all financial advertising among Boston daily newspapers.

"Youth loosens the purse-strings"

With these words,—"Youth loosens the purse-strings of America"—the American Legion Monthly begins its message to advertisers in last week's Printers' Ink.

Another instance of the growing recognition of the importance of child-appeal in sales promotion.

There are now available copies of story booklets we have created for national advertisers. Write us for samples and details.

Charles Francis Press

461 Eighth Avenue *Telephone Lackawanna 4300*

Printing Crafts Building, New York

Some General Rules on Letter Writing

Introduction to Sales Department Manual of Procedure

By G. A. Binz

Sales Manager, American Schaeffer & Budenberg Corporation

PROMPTNESS. Nothing is more important than that letters be answered promptly. "By Return Mail" is no empty phrase. Results, which in the sales department is only another word for sales, can be measured directly by the percentage of letters that are answered on the same day as received. There is no excuse for not acknowledging any letter by return mail. If the reply will require several days to prepare, your customer will be glad to know that his inquiry has your attention and your note will frequently induce him to defer his decision until your quotation can be received. The tactics are the same as those of the salesman unable to reach his prospect the same day, who makes an appointment over the telephone to make sure that his customer will wait for him.

Sincerity. To sell goods, a letter must be convincing, and it can be convincing only if it is absolutely sincere. There can be no place in our letters for any untruth, misstatement, or overstatement. We must be big enough to admit frankly when we are in the wrong; we must have sufficient confidence in the justice of our cause, and in the value of our proposition, to feel satisfied with a clear, unvarnished statement of the facts. Never use superlatives. Everybody makes "the best." It is far more convincing to say that ours is "good." Be conservative in your promises. Leave a "factor of safety." It is better to exceed them than to be found wanting. Never be obscure. Assume that your man has no previous knowledge of the subject, and write so that a child could understand.

Completeness. There is no more aggravating experience than to receive a reply which answers the inquiry only in part, and makes another letter necessary. To prevent this it is advisable to answer letters paragraph by paragraph. I also recommend that the inquiry be scanned once more, before the reply is signed, to make sure the answer is complete. Where a question permits of more than one interpretation, do not write your customer and ask him to explain what he meant. Remember it is your job to make it easy for him to buy. The right way is to give him the answer both ways, as, for example, if one of two different items might be required to fill the customer's needs, quote on both, and explain the difference between them. Always remember a complete letter is one that will compel a complete order as its inevitable result.

Brevity. Much has been written and said about the virtue of brevity in business letters. It is easily overdone. No letter is good just because it's long, but there is no excuse for carrying brevity to the excess of abruptness or discourtesy. Paper is cheap, and your time, though valuable, is worth no more than that of the salesman face to face with his customer, and he would never think of using fewer words than are necessary to make the right impression on his prospect, and to make a complete presentation of his subject.

Courtesy. An obvious requirement of the good business letter which is frequently disregarded. Business letters are written salesmanship, they represent the house, and hundreds of our customers receive their only impression of us from the letters you write. By

Extracts from a Sales Department Manual just prepared by Mr. Binz for his sales force.

unfailing courtesy you reflect good breeding, you make friends with your prospect, always an essential preliminary to securing his business. To go to fundamentals, remember these three things: Never contradict, never imply ignorance, never be high-handed or condescending.

Style. Although business letters, which today are usually messages passing from one corporation to another, should reflect the dignity of the house for which they stand, they need not be stiff or cold. People like to picture the personality behind the letter, and the best business letters reflect the individuality of their writers. Write as nearly as possible as you would speak. Avoid colloquialisms, and do not write in the first person unless you are intimately acquainted with the addressee.

Physical Appearance. We are all apt to judge by appearances. If a letter is to sell goods, it must make a favorable impression. A standard set-up should be followed as closely as possible. Irregularities in margin, ragged endings of lines, or frequent erasures should not be permitted. Discourage the practice of crowding on one page what properly requires two. Corrections in ink are not permissible on letters to customers. The signature should always be in ink, and readable. If it is difficult to read, repeat it in type, or if you prefer, use your full name in place of initials in the lower left hand corner.

Vick Sales Make New Record

The Vick Chemical Company, Greensboro, N. C., Vicks Vapo Rub, reports a net income of $2,121,135, after charges, for the year ended June 30, 1926. This compares with $1,824,654 in the preceding fiscal year. According to H. S. Richardson, president of the Vick company, sales and earnings were the largest in the history of the company.

Join Grand Rapids Printer

P. W. Tobias, recently with the Cargill Company, Grand Rapids, Mich., has joined the Powers-Tyson Printing Company, of that city, as general manager and director of sales. A. McD. Dempster, who also has been with the Cargill Company, has been made production manager of the Powers-Tyson company.

New Accounts for Bellamy Neff

The Buckwalter Radio Corporati receiving set manufacturer, Chic has appointed the Bellamy-Neff C pany, advertising agency of that c to direct its advertising account. Ne papers and trade papers will be u

The Harold J. McIlhenny Real Es Company, the Vaporator Manufactu Company, manufacturer of radi cabinets, and The Graemere Hotel, of Chicago, have also placed their counts with this agency.

Pierce-Arrow Quarterly Income Gains

The Pierce-Arrow Motor Car C pany, Buffalo, N. Y., reports a net come of $474,861, after charges, the quarter ended June 30, 1926. T compares with $328,982 in the prec ing quarter and $364,714 in the sec quarter of 1925. Net income for first six months of this year $803,843, against $502,131 in the f half of 1925.

Lox Ford Lock Company Changes Name

The name of the Lox Ford L Company, La Crosse, Wis., has b changed to the K. I. P. Corporati and the company's product, known the Lox Ford Lock, will in the fut be called the Silent Watchman Tr mission Lock.

R. A. Babcock with Dan A Carroll

Raymond A. Babcock has joined sales staff of Dan A. Carroll, p lishers' representative, New York. was recently with the *American Wo Magazine*, also of New York. Babcock will handle general accou for the New York *Telegram*.

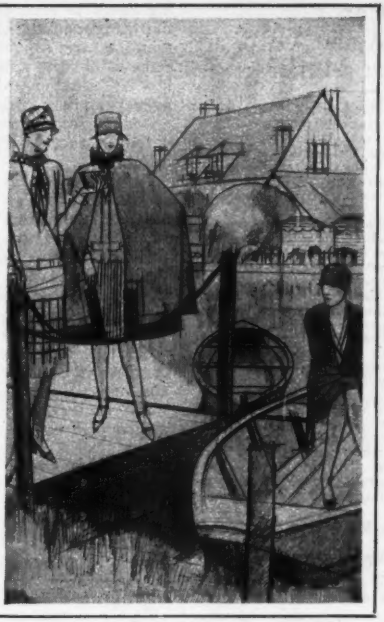
J. H. Goetz with Watertow N. Y., "Standard"

John H. Goetz, classified advertis manager of the Schenectady, N. *Gazette*, has joined the advertis department of the Watertown, N. *Standard*. He had been with the *Gaz* for twelve years.

Appointed by Billings-Chapi Company

Clarence Carver has been appoi assistant advertising manager of Billings-Chapin Company, Clevel USN deck paints, etc. He succe O. F. Bartle, resigned.

Miss Katherine Wilson has been pointed advertising manager of Metropolitan Building Company, Sea Wash. She succeeds Mrs. F. A. den, who has joined I. Magnin & C pany, at Seattle, in a similar capa



Travel is Fashion Merchandise

Fashion is an important influence in travel. It is the patronage of smart women which creates the reputation that results in advance reservations and full sailing lists.

That advertisers value this influence is evidenced by the growing volume of travel advertising: September 1926 carries double the lineage of the corresponding issue in 1925.

Harper's Bazar

119 WEST FORTIETH STREET • • NEW YORK CITY

Frederic Drake - - - - - - Business Manager

Member A.B.C.

Sellers of fashion merchandise find a valuable ally in Harper's Bazar

Can a Selling Agent Own a Trade-Mark?

THE EUGENE MCGUCKIN COMPANY
PHILADELPHIA

Editor of PRINTERS' INK:

We are looking for testimony to support either or both sides of the question, "Who shall own the trade-mark, the manufacturer or the exclusive selling agent?"

From your experience with advertising and merchandising problems, perhaps you can name several hosiery or textile manufacturers whose products are marketed under trade-marks owned and controlled by their respective selling agents. Has this arrangement proven satisfactory to both parties? Do you know of any instances where the manufacturer controls the trade-mark, even though his goods are distributed through an individual selling organization? Is this arrangement more practical than the former? If so, why?

The third angle of this situation might be referred to as when manufacturer and selling agent jointly own their trade-mark. Do you know of any such existing arrangement? And what are the advantages and disadvantages of this plan?

THE EUGENE MCGUCKIN COMPANY.

IF any selling agents own and control the trade-marks under which hosiery and textiles are sold by mills, the ownership of the marks may be legally questioned. Under the law, titles to the merchandise involved largely governs the ownership of trade-marks which identify the merchandise. Therefore, any selling agent who does not actually hold title to the goods he sells cannot become the owner of a trade-mark, from a legal standpoint, nor can he secure a valid registration.

While several companies, listed as selling agents, have registered trade-marks in the trade-mark division of the Patent Office, it is supposed that they have established actual ownership of the goods and their sale by the agents in interstate commerce. If an agent made application for registration of a mark bearing the name of a manufacturer, registration would not be allowed. If, however, the mark bore no name, or if it bore the name of the agent, and if the agent swore to the requirements of the application, registration might be allowed.

Hence, it is possible for a selling agent to secure registration the trade-mark which identifies t manufacturer's goods which sells. But such a registration, less it could be shown that agent actually held title to goods at some time, could not defended successfully against ca cellation.

A number of American selli agents for foreign manufacture have registered marks of the man facturers and control them e clusively in this country. But secure registration, such an age must prove his right to own t mark. Before registration is lowed, he must show his contra with the manufacturer, and t contract must allow the agent f and unqualified ownership of t mark in the United States for period of not less than twen years.

So far as can be learned American manufacturer has giv his selling agent a contract of t kind, and the practice appears be limited by the trade-mark di sion to contracts between forei manufacturers and American se ing agents. With very few exce tions, the files of the trade-ma division show that textile and ho iery trade-marks are registered the names of manufacturers.

To make his trade-mark val and to defend the legality of registration, it would be necessa for any selling agent actually engage in a jobbing business some extent. For, if his ownersh of the mark was ever question before a court, the agent wou have to prove that the mark w used to identify merchandise his own in interstate or forei commerce.

Regarding the third angle of t situation referred to, it has be impossible to find any instances joint ownership of a trade-ma in the hosiery or textile fields, any registration of a mark whi has been issued jointly to a man facturer and his selling agent. [*Ed.* PRINTERS' INK.

Boston Printers Consolidat

The Seaver-Howland Press, Bost has been consolidated with the Atla Printing Company, also of Boston.

Have You Seen It?

A booklet published recently by the Chicago Evening American entitled:

"The Truth About the Chicago Market"

has attracted unusual interest in national advertising circles. Extra copies have been requested by many manufacturers and their advertising agents.

❖ ❖ ❖

This booklet presents the results of two highly important investigations conducted among representative jobbers and retailers in "Zone Seven."

❖ ❖ ❖

Send for a copy if you haven't received one.

Largest circulation of any Chicago evening paper and third in America

CHICAGO AMERICAN

a good newspaper

P. S.—Watch for a broadside entitled: "Taking the Blue Sky Out of Zone Seven." It will reach your desk soon.

The Sunpapers

While the Sunpapers never rest on their job of carrying your message to the buyers of Baltimore, a very large number of copies go on vacation just the same.

For wherever a Baltimorean goes on a vacation the Sunpapers are almost sure to follow.

During the Summer months we turn the job of delivering a very considerable number of Sunpapers over to Uncle Sam's carriers. Faithful as they are to their duties, they are no

Go Vacationing

more faithful than our regular staff of Sun Carriers who take up the full burden of delivery again once vacation time is over.

Summer, winter, spring or fall--a Sunpaper reader must have his Sunpaper--and he gets it!

Average Net Paid Circulation for Month of July, 1926

Daily (M & E) 243,311
Sunday - - - 187,733

A Gain of 7,665 Daily and 4,279 Sunday Over July, 1925

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

it will cost
you too much to
spend less money
in the
Greater Detroit
Market than enough
to use
both evening
newspapers and
two of the
three Sundays—
and, after all,
that's few enough
media to reach
more than
a million and a half
people.

Meetings with Jobbers' Salesmen Lead to Bigger and Better Sales

How Manufacturers Get Their Salesmen to Address Such Meetings, What to Talk About, and Benefits Achieved

By Roland Cole

THE way in which many manufacturers neglect their opportunities in working with the sales forces of their jobbers is not easily understood. Sometimes the manufacturer is so full of aggressive and offensive self-conceit when he approaches the jobber with any program of education for the latter's salesmen, he succeeds only in creating distrust where he does not arouse opposition.

It is a waste of time to talk about jobber co-operation in connection with a new and unadvertised product. All such are ruled out of the present discussion. Foods, confections, electrical appliances, household goods, leather belting, tools, and other products like them, which are well known to consumer, retailer and wholesaler through advertising—or, for that matter, any article of any kind sold through the jobber which has been in distribution long enough to be considered established—makes a fair subject of inquiry.

With such a product in mind, therefore, what's the matter with so many manufacturers that they can't see why they are standing in the way of greatly increased sales through their jobbers because of their own self-sufficiency?

One of the greatest errors is the assumption that the jobber is just naturally indifferent and sometimes antagonistic to the manufacturer's advertised brands. Another popular fallacy is that "the jobber has so many lines to handle" it cannot possibly pay him to spend any appreciable time on any one manufacturer's line or item.

It's amazing how many sales managers believe this myth, for myth it most certainly is, according to the testimony of those companies who have discovered the secret of successful jobber co-operation, and whose sales in consequence are mounting steadily. In making the rounds of manufacturers who enjoy a better than usual degree of jobber co-operation, the writer sought something more concrete than a general statement of their relationship with their jobbers, but instead asked for a few specific details.

JOBBERS MUST KNOW MAKERS

No manufacturer, for instance, maintains any worth-while relationship with his jobbers unless he carries out some program of regularly meeting the jobbers' salesmen. That point is absolutely fundamental. The jobbers' salesmen must not only be well posted on the merchandise they are asked to sell, but they must be personally acquainted with the individuals who make and sell it to them, and must have visual evidence of the enthusiasm of these individuals for their own proposition. All agree on this point. So it is no abstraction to say that concerns who complain that the jobber system is a failure, have themselves failed in an important essential of successful salesmanship, namely, that personal interest and enthusiasm for the buyer's welfare is a most effective preliminary to a sale.

The question put to these concerns, therefore, was very specific, namely, how do you arrange for and carry out Saturday morning meetings with jobbers' salesmen? (a) Has it been your experience that jobbers are willing to have their salesmen addressed by manufacturers' representatives in this manner? (b) What subjects do you cover at such meetings? (c) What is the general order of procedure? (d) In what way have

you found these meetings to be profitable, directly or indirectly?

A great deal of valuable information for companies that sell through jobbers resulted from this inquiry. Among the methods used for enlisting the interest of the jobbers' salesmen are prepared talks sent out by the home office which the manufacturer's salesmen can deliver; playlets; moving picture films; portfolios and selling kits; demonstrations of merchandise; sales clinics; open forum discussions; trunk exhibits of sales and advertising matter, and, one of the most revolutionary ideas of all, a schoolroom on wheels.

Looking over the whole field of concerns whose products are distributed through jobbers, it is evident at once that the experiences of only a few can be described in an article of this kind. Among food manufacturers, for example, Libby, McNeill & Libby have been chosen because they are representative of many others whose goods are sold through the retail grocer, and because their line is a very long one, and a seasonal one.

Libby salesmen who call on the wholesale trade are instructed to hold demonstrations, or Saturday morning meetings, with jobbers' sales forces, except during June, July and August. The salesman makes the arrangements with the jobber fully a week in advance. The meetings have been well attended, and include, in addition to the salesmen, the jobbers' sales manager, housemen and buyers.

"It has been our experience," said R. L. James, general sales manager, "that these meetings are genuinely profitable, as reflected in increased interest on the part of the jobbers' salesmen. It is, of course, obvious that such demonstrations should not be held too often, but with as long a line as ours, which comprises five general lines of food products, by taking one line at a time, we believe it can be properly done in our case at sixty- to ninety-day intervals. In the last analysis, the good to be derived for both manufacturer and jobber is measured by the capability of the salesman staging such a demonstration. We supply our salesmen with information and outlines of method of procedure and try to carry these meetings out on the basis that we would rather not hold them at all unless it can be done correctly. In the event of having the opportunity of staging such a demonstration before a large group, or a jobber's sales force who is just starting to handle our line, we augment the usual procedure by a film covering an interesting picture of our operations."

The salesman's talk, Mr. James explains, usually covers only one of the company's five lines and varies according to the season of the year. The points generally taken up are (1) the history of the company, its interest and facilities; (2) growth of raw products, avoiding too much detail; (3) packages and contents of the line under discussion, points of superiority and comparison with competitive brands; (4) open forum with questions, and (5) description of service and advertising.

SALT IS NOT JUST SALT

In the class of manufacturers who make a single item, the Diamond Crystal Salt Company is a good example. Most people would be inclined to say that salt is merely salt—an uninteresting and commonplace article, about which there is little new or exciting to say. Imagine a salesman asking a jobber to talk to his salesmen about salt—it sounds absurd. Yet the Diamond Crystal Salt Company does it most successfully, and considers such talks important and beneficial.

It has been the company's plan to pick out exclusive jobbers in each of its territories, choosing the best and most successful distributors, a plan that offers considerable business to each jobber. Specialty men who work with these exclusive jobbers are furnished by the company. Because of the exclusive arrangement, it has not been difficult to arrange Saturday meetings with jobbers' salesmen, and

"True Story and . . ."

SHORT lists of magazines of vast circulation seem to be the order of the day among advertisers who realize the necessity for reaching great productive markets in the mass.

Often it's TRUE STORY and one or two or three other magazines in the two million group. One advertiser writes us for instance, "This fall we shall use only The Saturday Evening Post and TRUE STORY."

Consider the field covered by any magazine in the two million class and you'll find that its circulation in no wise parallels that of TRUE STORY. On the contrary, you'll find that it barely touches "The Necessary Two Million+" because, there's no other magazine in the world with the same editorial appeal—no other that would satisfy TRUE STORY'S audience of more than two million voluntary buyers.

Hence, a new and original market for advertisers who would talk to new millions.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

the company has been doing it regularly over a period of many years. The salesmen in the field usually make the arrangement for these meetings with the wholesaler's sales manager, and the latter in turn arranges with his men to be on hand.

"Our salesmen," said C. R. Walker, manager of sales and advertising, "are furnished with equipment of all kinds, including samples, literature, advertising material and a motion-picture machine which enables the salesmen to visualize our process of manufacture as well as the different forms in which the product is put up. The subject usually covered is a detailed sales talk, the value of our advertising, instructions in prices and policies of the business. In other words, our men are trained to make specialty salesmen for our line out of the jobbers' salesmen. It is surprising how many of the wholesale grocer's men will become interested in our line when they are told of its manufacture and its value, especially as our product is higher priced than competitive lines and considerable educational work is necessary to train them in the important points of our selling talk and the value of our line to the retail trade."

WHAT ARMSTRONG DOES FOR JOBBERS

How important the jobber is in the distribution of a product like linoleum and how the manufacturer of such an article may develop the sort of co-operation which will enlist the enthusiasm of the jobbers' salesmen is a subject which the makers of Armstrong's linoleum are constantly studying. A. K. Barnes, assistant sales manager of the company, says that whenever a manufacturer chooses the jobber method of distribution, he should work with those jobbers just as closely as the jobbers themselves will permit. Armstrong has never outlined any particular method of handling meetings of jobbers' salesmen, but has left this to the discretion of its field representatives. Instead of supplying them with a cut-and-dried message, the company asks its salesmen to analyze conditions in their particular territories and to handle their jobbers as their individual judgment may dictate. In this way the company has built up the type of friendly feeling between its jobbers and itself that permits it to work with them in a very intensive manner. Oftentimes company men talk to groups of jobbers' salesmen on Saturday mornings, at monthly meetings and at annual banquets, and these meetings are generally arranged by special appointment. The subjects covered in such talks vary greatly; the representative may, on some occasions, talk about manufacturing; at other times, working with the retail merchant may be the theme of the talk; and yet again, the various phases of retail merchandising may be discussed or a special advertising campaign explained. Sometimes these talks are made by various executives from the factory who may be traveling and who devote a part of their time to jobber education.

Another company that recognizes the importance of the jobber in its scheme of distribution is the Graton & Knight Company, tanner and maker of belts and other leather products. Jobbers' salesmen are treated very much as though they were on the Graton & Knight payroll, the company says, and everything that goes out to its own representatives is also mailed to the jobbers' salesmen. Here is another example where the matter of arranging meetings of jobbers' salesmen is left to the discretion of the company's representatives.

Subjects covered in these talks are the proper use of Graton & Knight products, the ways in which they are constructed, and general information on their superiority over others in the field. Formality is avoided in addressing the jobber's men. The only details attended to in advance are the arrangement which has to be made between the company representative and the jobber's sales manager for the meeting, and, in many cases, an informal luncheon after the discussion. And, of

The Evening World

NEW YORK

The Matured Judgment of the Most Important Group of Merchants in the Country

NEW YORK MERCHANTS, as a body, constitute the most important group of retailers in the country, because their establishments dominate America's greatest market.

It is interesting to note, therefore, that the following big stores, in the first six months of this year, increased their space in THE EVENING WORLD 593,048 lines, a *gain* of 39.4%:

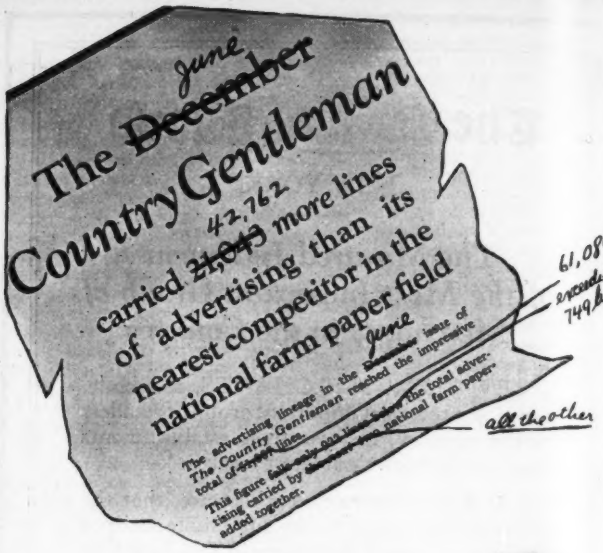
Arnold, Constable & Co. — *Bonwit, Teller & Co.*
Gimbel Brothers — *Jas. A. Hearn & Son*
R. H. Macy & Co. — *James McCreery & Co.*
Oppenheim, Collins & Co. — *Saks Fifth Avenue*
Franklin Simon & Co. — *Stern Brothers*
John Wanamaker

The combined lineage of the above stores in THE EVENING WORLD was 2,098,235. Only one other evening paper approached THE EVENING WORLD'S gain with an increase of 331,375 lines, or 17.5%. THE EVENING WORLD'S lead in *gains* was 261,673 lines over its only serious competitor.

PULITZER BUILDING
NEW YORK

TRIBUNE TOWER
CHICAGO

The Favored Evening Newspaper in the New York City Home



The *Country Gentleman* carries more advertising than do all the other national farm papers, *combined!*

The Country Gentleman 61,080

	LINES
2nd NATIONAL FARM PAPER	18,318
3rd NATIONAL FARM PAPER	14,547
4th NATIONAL FARM PAPER	11,562
5th NATIONAL FARM PAPER	10,182
6th NATIONAL FARM PAPER	5,722
Total for 2nd, 3rd, 4th, 5th, & 6th Farm Papers	**60,331**

If the record is confined entirely to the advertising of those products whose only market is the working farm itself—dairy supplies; farm implements; heat, light, and water plants; nursery stock and seeds; poultry supplies; sprayers; livestock and poultry—*The Country Gentleman's* lead is even greater.

The Country Gentleman 14,888

	LINES
2nd NATIONAL FARM PAPER	4,112
3rd NATIONAL FARM PAPER	3,016
4th NATIONAL FARM PAPER	2,679
5th NATIONAL FARM PAPER	2,140
6th NATIONAL FARM PAPER	705
Total for 2nd, 3rd, 4th, 5th, & 6th Farm Papers	**12,652**

The Country Gentleman

The Modern Farm Paper

More than 1,200,000 a month

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago
Boston, San Francisco, Detroit, Cleveland

These figures are based upon an analysis of the June 1926 issues which was made before the figures of Advertising Record Company were available. Some slight differences, therefore, may appear from this statement.

Advertisers using the October, November and December issues of BETTER HOMES and GARDENS will enjoy an excess circulation of more than 100,000 each issue at the present rate. The new rate based upon a net paid of 850,000 becomes effective with the January, 1927, issue.

BETTER HOMES and GARDENS
E. T. MEREDITH, PUBLISHER
DES MOINES, IOWA

course, the company adds, these meetings are profitable.

It is doubtful whether the development of jobbers' meetings has been any more thoroughly organized in any field than among the manufacturers of electric lamps. The National Lamp Works, Cleveland, urges upon its salesmen to do all in their power to arrange with jobbers for a brief appearance at the Saturday morning meeting of jobbers' salesmen or at any other meeting of the jobber's organization.

The company sends its salesmen a prepared talk along with a trunk which is specially constructed and holds an exhibit of advertising material including everything in the way of dealer help material and national advertising. The exhibit can be set up in five minutes' time. All charts have easels. An arrangement of the material is shown in a photograph pasted to the inside cover of the trunk, with a duplicate copy of the prepared talk in case the salesman loses his copy. The salesman is not required to read the prepared talk in case he wants to use his own. Included in the trunk is a motion-picture projector and reels of film on various lighting subjects.

Five of these trunks are in use. A rental is charged to the sales divisions which use them, and this rental cost covers the initial expense for the trunk, and for the material and its upkeep.

For the more important jobbers' meetings, the company has, in addition, four traveling playlets dealing with the merchandising of lamps, one of which is on inside frost lamps, one on the right and wrong ways of merchandising lamps, a third on auto lamp merchandising and a fourth for presentation to central station groups. Three men travel out of Nela Park with all the properties for these shows and pick up additional talent from the jobbers' own organization for minor parts. The demand for these playlets from jobbers is such that dates are made a long while in advance, and the three men are on the road practically all the time.

Jobbers are eager, the company finds, to have its salesmen appear on their programs as they are impressed with the idea that their men will not have to listen to a rambling talk and that what the company has to present is very much visualized so the jobber's salesmen can drink it in through their eyes as well as through their ears and thereby take away more lasting impressions.

One of the company's great problems is the education of the jobber's salesman, so that he may really pass on sales stimulation ideas to his dealers. The company has succeeded to a much greater extent through this method than through all of the printed matter previously put into the hands of the jobber's salesmen.

One idea which seems of unique merit in connection with arousing the jobber's interest is used by the F. B. Chamberlain Company, maker of Chamberlain's Perfect Chick Food and Jack Frost food products. This idea is in the form of a portfolio and selling kit made up especially for the sales manager of the distributor as an aid in addressing sales meetings preparatory to the company's campaign of advertising.

NO REQUEST EVER REFUSED

These meetings, the company states, are arranged for either by the company's division manager of the territory in which the distributor is located or by letter direct from the home office, and no such request has ever been refused. On the contrary, more requests are received than the company has been able to comply with.

The portfolio is in the form of a booklet of twenty pages, with fly leaf and extra heavy cover, sewed with silk cord, and printed in colors on heavy super-calendered stock. The title of this year's portfolio is "To tell 8,400,000 people the one and only right way to start baby chicks. Published for the Sales Managers of our Wholesale Distributing Agents as an aid in addressing sales meetings preparatory to launching their 1926 Selling Campaign on Chamber-

lain's Perfect Starting and Developing Food for Chicks." The selling kit is an artificial leather pocket envelope about the shape and size of an insurance solicitor's case, containing, among other things, a sample exhibit of the ingredients of the chick feed—about twelve little compartments with a small quantity of oatmeal, maize, wheat, charcoal, and so forth, in each, under mica.

The meeting is addressed by the Chamberlain representative. The portfolio is presented to the distributor's sales manager and each salesman is given one of the selling kits. The sales manager and his salesmen are thus able to follow the Chamberlain representative through each step of his address, which does two things: Shows the sales manager how to use the portfolio with his men and the salesmen how to use their selling kits on their retailers. Portfolio and selling kits remain with the distributor after the meeting.

At the conclusion of the meeting, the names and home addresses of the men are taken, and any other individuals whom the sales manager thinks would be interested, so that weekly letters containing important selling points, seasonal changes, statistics, and the like, may be sent out from the manufacturer's home office and thereby keep the enthusiasm of the distributor's organization alive.

B. P. Silver, sales manager of the Chamberlain company, said: "By having a well-trained man address these meetings it enables the distributor's entire organization to ask questions upon which they may be in doubt and receive immediate replies as to the best method of meeting each situation. We have found these meetings to be highly profitable not only because of the personal contact between our own organization and our distributors, but because of the increased efficiency with which the distributor's inside organization is able to handle our orders and shipments."

Among manufacturers of specialties, few companies have gone to greater lengths to enlist jobber co-operation than the Black & Decker Mfg. Company, maker of portable electric tools. Frequent mention of the company's sales activities is made in PRINTERS' INK. All Black & Decker products are distributed 100 per cent through the jobber and therefore the ability of the jobbers' salesmen to sell them is the limit of the company's sales. For this reason the proper education of the jobbers' salesmen and plans for arousing their co-operation is a matter of the utmost concern to the officers of the company, who seek constantly to do the unusual in putting on sales meetings that will result in increased sales. Some of these plans are described in PRINTERS' INK of December 10, 1925, page 100.

A CLINIC COACH

The latest plan used by the company is the "schoolroom on wheels," or "clinic coach," by means of which it has been possible to hold jobbers' sales meetings every day throughout the week instead of on Saturdays only. The method of procedure is as follows: The company's manager arranges with the jobber a long time in advance and at the set time the coach appears before the jobber's store. When it arrives, jobber executives and salesmen get aboard and are driven ten or twelve miles out into the country, where they will be away from telephone and other interruptions. The coach pulls over to the side of the road and the Black & Decker manager starts his sales talk. One of every tool made by the company, complete with various attachments, is set up in the coach and operated by a 110-volt electric generating plant. The various operations are demonstrated, such as valve grinding, tapping, driving screws, carbon cleaning, and so forth, and afterward each salesman has an opportunity to perform the operations himself.

"We follow no definite order of procedure," said Robert D. Black, advertising manager. "Each man on our sales staff handles his sales meetings in the manner in which

Times-Picayune advertising increases Burroughs Portable Sales 111 % in New Orleans

Burroughs Adding Machine Company

ADVERTISING MANAGER
DETROIT MICHIGAN

July 21, 1926.

THE TIMES-PICAYUNE,

New Orleans, La.

Gentlemen:

You will be interested in learning that our recent campaign featuring the Burroughs Portable Adding Machine, which ran in THE TIMES-PICAYUNE and a selected list of papers in other cities, resulted in an immediate increase in national sales of 105% during June. In New Orleans alone the increase in June was 111%.

Most of our orders are being received from retail merchants, professional men, and business offices, both large and small. Some machines have been sold to private homes. Many are now being used by contractors, builders, real estate men, plasterers, painters and even lodges and churches. As a result of advertising, the Burroughs Portable is taking the place of pencil figuring everywhere.

In closing, we want to thank you for the splendid co-operation extended us by THE TIMES-PICAYUNE, and to acknowledge the response of your readers to this campaign.

Sincerely yours,
BURROUGHS ADDING MACHINE COMPANY,

W. C. Sproull,
Advertising Manager.

WCS/BH

The New Orleans Times-Picayune

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg and Noee, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

he feels he can best put them over. There are no two men alike, and, for this reason, we do not lay down an iron-clad rule for them to follow.

"Subjects usually followed are the merchandising policies of our company, application of products to the trade which the salesmen are selling, and at least one constructive idea or plan which salesmen can follow to increase their sales in our line. Our men are supplied with the proper number and style of tools to make our sales meeting one of demonstration. Standard literature is used to distribute, if necessary, and no special literature of any kind is used. Jobbers almost without exception are always willing to let any manufacturer's man talk to their salesmen, who, by reputation, they know will contribute something worthwhile to their salesmen. Chronic 'bull artists' very often are gracefully denied the privilege of addressing these jobbers' meetings.

"These meetings are absolutely essential to the continuance of our business and our sales curve generally bears a very direct relation to our curve of sales meetings. In other words, the more and better sales meetings, the bigger and better the sales."

Canadian Chain Grocer's Sales Gain

The Dominion Stores, Ltd., Toronto, Ont., chain grocery stores, reports June sales of $1,171,167. This compares with $903,147 reported in June, 1925, an increase of 29.8 per cent. Sales for the first half of this year amounted to $7,062,690, against $5,512,804 in the corresponding part of 1925, a gain of 28.1 per cent.

R. A. Skidmore with Highway Trailer Company

R. A. Skidmore, recently with the Bayley Manufacturing Company, Milwaukee, has joined the Highway Trailer Company, Edgerton, Wis., as advertising manager.

Allen Shearer Joins Minneapolis Agency

Allen Shearer has joined the copy department of Ward H. Olmsted, Inc., Minneapolis, advertising.

Ralph Holden's Estate Appraised

According to the appraisal of the estate of the late Ralph Holden, who was president of Calkins & Holden, Inc., New York, which was filed last week, the New York Skin and Cancer Hospital will receive $492,514. The total value of the estate is $569,654. His widow, Florence B. Holden, will receive the life income from two-thirds of the estate, and Hallie K. Holden, a sister, a life income from one-third. The principal of their shares will go to the hospital upon their deaths.

Wendell P. Colton Company Appointments

Arthur A. Doyle, recently with the Boston office of Albert Frank & Company, has been appointed manager of New England sales of the Wendell P. Colton Company, New York advertising agency. His headquarters will be at Boston.

P. J. McAward, who has been for many years with the New York office of the Colton agency, has been made resident manager of the Boston office.

Winchester to Make "U. S." Cartridges

The Winchester Repeating Arms Company, New Haven, Conn., will take over the manufacture of loaded shells and ammunition formerly made by the United States Cartridge Company, New York, a subsidiary of the National Lead Company. There has been no merger, only the making of the United States company's products is involved.

Charleston, S. C., "News and Courier" Sold

James E. Rockwell, formerly publisher of the Duluth, Minn., *News-Tribune*, and Robert Lathan, editor-in-chief of the Charleston, S. C., *News and Courier*, have acquired a controlling interest in the latter publication, a morning newspaper. Mr. Rockwell becomes president and publisher and Mr. Lathan vice-president.

Boston Office for "The Literary Digest"

The Literary Digest has opened an advertising office at Boston which will be headquarters for the New England territory north of Connecticut and east of Worcester, Mass. Harold A. Rounds is manager.

Candy Account for Irvin F. Paschall

The Heit-Miller-Lau Company, Fort Wayne, Ind., maker of Mary Ann box candies and candy bars, has appointed Irvin F. Paschall, Inc., Chicago advertising agency, to direct its advertising account.

170,000 Daily

Los Angeles Examiner

390,000 Sunday

5c DAILY AUG. 5, 1926 10c SUNDAY

PHILADELPHIA HAND MADE CIGAR DISTRIBUTOR PRAISES SERVICE

EXAMINER THANKED FOR ASSISTANCE

"I can readily understand just why your wonderful paper dominates the news-reading public of this great city."

That was the declaration yesterday of John J. Snyder, 928 North Kenmore Avenue, Los Angeles, factory representative of Philadelphia Hand Made Cigars, a product of Bayuk Cigars, Inc., Philadelphia, following a check-up on distribution of this smoke, and Examiner Merchandising Service Co-Operation in connection with its advertising.

Snyder's letter in full, said:

"Thank you very much for the copy of check-up on Philadelphia Hand Mades, and for the photograph of the window display in your building on Broadway. The photograph surely does show up fine, and far beyond my expectations from the effort put therein.

"I want to state at this time that your SERVICE in every direction given my employers, Bayuk Cigars, Inc., as well as myself, has been of the VERY BEST in every instance, and I can readily understand JUST WHY your wonderful paper dominates the news-reading public of this great city as a consequence."

FOURTH RICHEST STATE

CALIFORNIA is the fourth wealthiest state in the Union, says State Treasurer Charles G. Johnson in a comparative statement made public recently.

With an assessed valuation of $6,657,797,880, indicating a real value of more than $12,000,000,000.

Johnson ranks California ahead of all states, except New York, Ohio and Pennsylvania.

Of California's assessed valuation, $5,607,858,340 represents real property and $1,049,939,540 personal property.

REPRESENTATIVES LIKE FACT-FORCE

Los Angeles Examiner advertising representatives, like staff news men, are stationed at strategic points throughout the nation, ready to meet any call for specific market information, or to supply facts and figures on the various media of this market. They are like an intelligence force in the business battle, according to William H. Wilson, Mid-West representative, whose offices in Chicago are in the Hearst Building, and whose files are replete with opportunities for advertisers in the rich Los Angeles field.

Other representatives, also fully equipped with fact-ammunition, are:

W. W. Chew, 285 Madison Avenue, New York City, Room 1512, Murray Hill Building, and

T. C. Hoffmeyer, 571 Monadnock Building, San Francisco, California.

Largest morning and Sunday circulation West of the Missouri


Post's
BRAN
FLAKES
WHEAT

"back of most women's purchases stands some man's preference"

The Elks Magazine

The largest magazine for MEN

50 East 42nd Street New York City

"Where Buyer and Seller Meet"



Your City Directory —Plays No Favorites

It's Just as Ready and Able to Serve Your Business as It Has Others

What you are interested in is results. That's natural and proper Could you but see the files of unsolicited letters attesting to returns on Directory Advertising investments, we feel certain that any hesitancy on your part would be dissipated. Why not send for Photostat copies and be convinced?

If your City Directory works well and consistently for others it will operate likewise for you. It is a medium of use and appeal that has no party lines nor class circulation. It is relied upon by all regardless of wealth or station It is as useful to the housewife as to the corporation purchasing executive and delivers complete information to both for the asking, at the time when the sale hangs in the balance of the decision "Where can I get it."

This trade mark appears in directories of leading publishers

Careful perusal of our free booklet, *"Directories: What They Are, How They Function and Their Place in Advertising,"* is a revelation. Send for it.

ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS
Headquarters
524 Broadway, New York City

Government Package Tests Will Help Many Advertisers

Although the Tests Are Being Confined to Tea Packages, the Data Collected Will Be of Interest to Almost All Food Manufacturers

By James True

EXPERIMENTS to determine the keeping qualities of practically all tea containers now on the market, begun by the Bureau of Chemistry about six months ago, are exceptionally promising for two reasons. Not only packers of teas, but many manufacturers of other food products will profit by the result. Also, the experiments on tea containers will very probably lead to similar scientific work by the Bureau in other manufactured food lines.

About twelve years ago, the Bureau carried on a series of tests to determine the proper amount of coating of tin on cans used for the preserving of many kinds of food products. The report has had wide circulation among canners and its recommendations have been almost universally adopted. With the exception of this series of tests on cans, the experiments to determine the best kinds of tea containers are the first of the kind the Bureau has undertaken.

The program calls for an examination every six months of the tea packed in all types of containers over a period of two years. The first tests have just been made, and the results show a rather wide variation in the keeping qualities of various containers. In several instances, it has been found that deterioration of the contents, due to the container and the method of packing, has resulted in a loss of about three cents per pound in value.

The experiments are being conducted under the direction of George F. Mitchell, supervising tea examiner of the Bureau of Chemistry, who recently explained that his office is co-operating in the work with a number of tea packers, container manufacturers, and several trade associations. The Division of Simplified Practice of the Department of Commerce is also aiding in the work, and the division of chemistry of the Connecticut Agricultural Experiment Station is co-operating by conducting some special chemical experiments and tests.

"We are testing more than 100 different kinds of containers," Mr. Mitchell said, "and they are the regular containers sent to us by about sixty packers and associations. Our method of making the tests is a bit unusual and has been adopted after a great deal of study. It is extremely simple, and I believe it can be adopted by manufacturers of other food products in their efforts to improve the packing of their products.

PREPARATIONS FOR CAREFUL SURVEY

"As a check type of container, we selected a round slip-cover tin. Besides the samples submitted by manufacturers, we also selected for the tests two medium grade teas, a green and a black, which are the kinds mostly used in this country. In every instance, manufacturers who submitted their regular packages also sent us samples of the exact grades to be used in our own check type container. Therefore, for every sample of tea in a regular container we have, for scientific comparison, a sample of the same tea in our check type.

"Tea is a product which is ideally suited for experimentation of this kind. Furthermore, the Government has a corps of experts trained in the art of judging teas. Its flavor largely depends on the method of packing used, and our first tests, after storage of six months, not only indicate the best types of containers, but also show a variation of deterioration of teas packed in tins and glass under dif-

ferent degrees of vacuum and in inert gases.

"Of course, manufacturers who are not co-operating and those in other lines of business will have to wait for complete information on the experiments, which will be embodied in a report of the entire series. In the meantime, we are notifying, on request, each manufacturer who submitted samples, regarding the data recorded on his types. This information is confidential and it is understood that it is not to be used for advertising purposes. The final report will deal with types only."

The method of testing, as explained by Mr. Mitchell, illustrated the fact that a trained sense of smell and taste is the most accurate guide in judging the value and quality of a food product. A great many products put up in glass are sold to jobber and retailer entirely on their appearance, while the final repeat sales are determined entirely by the flavor of the products.

To illustrate the superior value of taste and smell over eyesight, Mr. Mitchell brewed several cups of tea from samples that were identical in appearance. Six months ago, these samples were identical in flavor and quality; but one was packed in a partial vacuum and the other in an inert gas, and even the writer, who has no knowledge of the subject, was able to tell the difference instantly by taste and smell.

The results of the tests, after six months' storage, are obviously of value to the packers of spices, coffee and other aromatic products. And in reply to a question as to how information could be obtained by packers of such products, Mr. Mitchell replied that while he could not give out detailed data regarding the tea experiments, his office could, in a general way, give an opinion based on the experiments as to the keeping qualities of any specified container used for a designated product. In other words, if a manufacturer of any food product writes Mr. Mitchell's office, sending a sample of his product, or accurately describing both the product and its container, he will receive in reply an opinion as to the value of his package from a keeping standpoint, as indicated by the first tests of the tea experiments.

The co-operation of the Division of Simplified Practice is particularly significant. There has been much discussion of the necessity for simplification in the field of food manufacture. It is understood that the division has been requested both by retail and wholesale trade associations to inaugurate a campaign in this direction, but that the division has deferred action because it did not want to invite the charge that the Department of Commerce was encroaching on the work of the Department of Agriculture. Now, however, all danger of such a charge seems to have been dispelled by the co-operation of the Division of Simplified Practice with the Bureau of Chemistry.

The advantages of this co-operation were emphasized by Mr. Mitchell, who pointed out that more than 100 different types of containers for tea on the market certainly indicated an unusual opportunity for simplification in the field.

"At the present time," he continued, "simplification of tea containers would be a very difficult if not an impossible proposition, for the reason that little is known regarding the advantages of the many different types. The Division of Simplified Practice is interested in the experiments because the final results will establish an accurate and scientific basis for simplification and the elimination of undesirable types.

"It is reasonable to suppose that any manufacturer will be willing to discard the container he has adopted when it is proved to him that another container will keep his product better at a possible lower cost, and therefore increase its salability. With all food products which deteriorate to any degree in storage, it is highly desirable from the manufacturer's viewpoint to ascertain the best type of container, for no method has ever been devised which will



Tomorrow promises industrial developments as amazing as the telephone, motor car and radio

Businesses will live or die as their owners are alert or languid in seeking new markets and developing by-products

A wide-awake business magazine of national appeal is a big help

NATION'S BUSINESS

Washington

223,000 Subscribers

(Member A.B.C.)

assure the delivery of a product through the regular channels of distribution to the consumer within a given limit of time. At least, I have never heard of such a method.

"My office is especially interested in the tea experiments because we hope that the results will increase the value of the Bureau to American industry. We are conducting the experiments with the utmost care, and in each instance our own tests are being checked by the tea experts of several of the manufacturers who are cooperating with us. We are working to the end of establishing such an adequate volume of scientific data as will unquestionably fix the standards of tea containers, and to a greater or less degree will establish standards for many food products. This, undoubtedly, will influence for the better every process in the merchandising and distribution of teas, and will tend to improve the packaging and hence increase the salability of many important food products."

D. L. Pryor and Associates Organize Shoe Business

Dean L. Pryor, who has been assistant advertising and sales manager of the North East Electric Company, Rochester, N. Y., has joined with E. H. Damars and J. L. Heath, both of Rochester, in forming the Tiny Tot Shoe Corporation, which will take over the infants shoe manufacturing business formerly conducted by Hyman Brothers, also of Rochester.

Appoints Foreign Sales Manager

Oren O. Gallup, New York, has been appointed foreign sales manager of the Cleveland Rock Drill Company, Cleveland, manufacturer of rock drills and paving breakers.

Franz Foundry Appoints Stuart Agency

The Franz Foundry Company, Akron, Ohio, has appointed the H. L. Stuart Company, Cleveland advertising agency, to direct its advertising account.

Joins Grand Rapids Agency

Paul Winchester, formerly with the James Boyne Company, Grand Rapids, Mich., has joined the copy staff of Webber Advertising Associates also of Grand Rapids.

Don't Get Hot Headed with Infringers

GRUEN NATIONAL WATCH CASE COMPANY
CINCINNATI, OHIO

Editor of PRINTERS' INK:

Kindly send us a copy of PRINTERS' INK which contained an article relative to patent attorneys writing letters to infringers of patents and copyrights.

GRUEN NATIONAL WATCH CASE COMPANY

IN days gone by, when a manufacturer found that someone was infringing on his trade-marks, patents or copyrights, he would have his attorney write a stiff letter to the infringer threatening him with a lawsuit. This method was frequently effective and secured immediate action.

Progressive manufacturers today, however, are not so ready to wield a big club. They are employing more tactful methods in dealing with the man who is poaching on their ground. Lawyers are not always given the job of handling these cases. The sales or advertising manager, with a better slant on business, is using a new type of advertisement and letter to handle these situations.

Two articles have appeared in PRINTERS' INK recently telling how such manufacturers as The Ford Motor Co., The Lambert Pharmacal Co., Daniel Green Felt Shoe Co., The Celma Co., and Franc-Strohmenger & Cowan, Inc., warn infringers. These references will be found in the issues of April 29, 1926 on page 88, and December 24, 1925, on page 150. These two articles will give manufacturers some ideas on how to do an unpleasant thing in a more friendly spirit.—[*Ed* PRINTERS' INK.

"Farm Implements and Tractors" Changes Name

Farm Implements and Tractors, Minneapolis, has changed its name to the *Northwestern Farm Equipment Journal*.

Joins New York "American"

W. P. Downey, who has been classified promotion manager of the Los Angeles *Examiner*, has joined the New York *American* as undisplayed classified promotion manager.

The Normal Season in Miami

23%

MORE CIRCULATION

HERALD July circulation figures this year as compared with the same period for 1925 show a net increase of 23%—substantiating the continued phenomenal growth of Miami and its market under normal conditions—at a time when nearly every reader is a bona fide resident.

No other market in America is in as healthy a state as the Miami market. No other market offers greater possibilities to the national advertiser.

The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

Frank B. Shutts, Publisher

NATIONAL ADVERTISING REPRESENTATIVES:

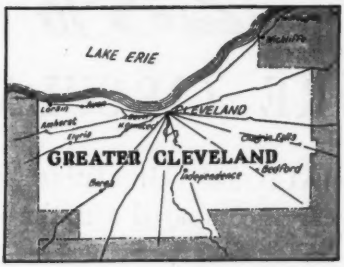
J. P. McKinney & Son

NEW YORK CHICAGO SAN FRANCISCO

Geo. M. Kohn, 704 Walton Bldg., Atlanta

Choose You

Whichever You Choose T



"Greater Cleveland"

Population, 1,061,475. English-reading families, 181,640. Progressive, idealistic, money-makers, and money-spenders. City is compact with quick and adequate transportation from one point to another. Press Greater Cleveland circulation, 184,047—58,001 (46%) more copies a day in this market than any other Cleveland newspaper.

Your primary Cleveland market; where "dealer influence" is one hundred per cent; where complete coverage can be obtained thru one newspaper, at lowest cost; where your advertising-dollar gets its maximum value; where every copy of The Press goes into the hands of an *immediate* prospect for your goods.

The Clevelan

Detroit
San Francisco

NATIONAL REPRESENTA
250 Park Avenue, New Yor

LARGEST DAILY C

Own Market

...ress is your First Advertising Buy!



"TRUE Cleveland"

A 35-mile radius of Cleveland. Outside this radius Cleveland newspapers cease to function. "A. B. C.," "Editor & Publisher," "Ohio Bell Telephone Co.," Leading Cleveland Retailers, Wholesalers, and Jobbers say this is the TRUE Cleveland Market.

Population, 1,525,000. English-reading families (about) 270,000. Press circulation 201,966. The Press sells more than 56,000 *more* copies a day in this market than any other Cleveland newspaper. Choose your own market! Whichever you choose, if you use Cleveland newspapers, The Press is your FIRST Advertising Buy! The Press (222,637) has 22,398 more total circulation than any other daily newspaper in all Ohio. And the lowest milline rate.

...Press



First in Cleveland

...LIED NEWSPAPERS, INC.
...K. Michigan Blvd., Chicago

SCRIPPS-HOWARD

Seattle
Los Angeles

...ULATION IN OHIO

Protests against Postal Ruling

NEW ROCHELLE, N. Y., July 22, 1926

Editor of PRINTERS' INK:

The new ruling of the Third Assistant Postmaster-General, as reported in today's PRINTERS' INK, strikes many advertisers, who use direct mail as part of their campaigns as unfair discrimination between second- and third-class undeliverable mail.

A piece of third-class mail should be considered to be just as much the property of the mailer, as is a piece of second-class mail the property of the publisher, until either it is delivered or returned to sender. But the new ruling is to destroy all undeliverable third-class mail unless it bears "Return Postage Guaranteed," while in the case of undeliverable second-class mail the publisher is first notified.

Doesn't this action border on confiscation? And if the P. O. Department can rightfully assume such dictatorship, why can't it go further and compel the sender of a piece of undeliverable third-class (or any class) matter to accept its return and pay the return postage? For it would be to the financial advantage of both the P. O. Department and the direct mailers were such a ruling in effect.

For several years, users of direct mail have asked, pleaded, and petitioned the P. O. Department to make it compulsory for a sender of undeliverable third-class mail to accept its return, and pay such return postage, and thus save the P. O. Department the expense that the practice of sending card notices entails. No one, much less a large direct mailer, wants "dead," "removed," "unknown," etc. names in his lists. But, the P. O. Department always refused to accede and continued to follow its archaic, costly practices. Now, the P. O. Department has decided to confiscate the property of a direct mailer unless such mail bears the "Return Postage Guaranteed."

Even today in the case of undeliverable second-class mail, why should the P. O. Department continue the expensive plan of (1) writing a card, notifying the publisher that one of his pieces is undeliverable; (2) carrying that card as first-class mail; (3) filing away the piece of mail matter, awaiting reply to such card notice; (4) receiving the card back from publisher; (5) hunting up the filed-away piece of mail; (6) re-addressing it; (7) affixing the stamp forwarded for its return, and mailing it; (8) and then filing away the card received back from the mailer? And all this unnecessary labor and "red tape" in face of the Post Office now being away undermanned.

All of this expense can be saved the P. O. Department by immediately mailing back to sender all undeliverable pieces, without any notices, filing, etc., whatsoever, and compelling the sender to pay the return postage.

The P. O. Department can do the same with all undeliverable third-class mail, whether or not it bears "Return Postage Guaranteed," instead of what now amounts to confiscation, while continues to show favor to publishe of second-class mail. But, from a forme experience as circulation manager four of the largest magazines publishe I believe that publishers today shou be saved the annoyance and costs "undeliverable notices," particular when it would be such a monetary an labor saving to the P. O. Departmen And bear in mind that publishers (se ond-class mail) are also great users direct mail (third-class) so that th "discrimination" I make is not persona

GRIDLEY ADAMS.

Waldorf System Sales Increas

Net sales of the Waldorf Syste Inc., Boston, chain restaurant amounted to $6,653,062, during the firs half of 1926. This compares wit $6,286,151 for that period last yea Net profits, after charges, of $544,56 are reported for the first six months this year, against $486,283 for the co responding months in 1925.

Join Lord & Thomas and Logan

The San Francisco office of Lord Thomas and Logan has added Don Sooy and Mabon Kingsley to its staf Mr. Sooy was formerly with John Roche & Company, Los Angeles. M Kingsley has been with the Harr Trust & Savings Bank.

Screen Account for Los Angel Agency

The Disappearing Roller Screen Co pany, Los Angeles, manufacturer of t Inviso roller screen and framed screen has appointed The Mayers Compan advertising agency, also of Los Angele as advertising counsel. Plans for a n tional campaign are under way.

Love Nest Candy Bar Accou for Kramer Agency

The H. W. Kramer Agency, Cle land advertising agency, has been a pointed to direct the advertising accou of the Euclid Candy Company, Cle land, maker of the Love Nest can bar.

Made Advertising Manager Imperial Life Insurance

K. W. Partin, recently with the Car linas Auto Supply House, Charlott N. C., has been appointed advertisi manager of the Imperial Life Insuran Company, Asheville, N. C.

With Phoenix, "Arizona Republican"

M. W. Krause, recently merchandi ing and service manager of the Phoen *Arizona Gazette*, has joined the *Ar zona Republican*, also of Phoenix.

The New Delineator

Twenty-Five Cents

. . . WHAT PRICE

WITH the November issue, the price of Delineator will be 25 cents a copy, three dollars a year. This is an increase in price at a time when the tendency among women's publications seems to be in the opposite direction.

With the lowering of price, circulations will undoubtedly rise, in quantity.

Under these conditions, it may be pertinent to say a few words about the position of Delineator.

The character of a magazine determines the character of its circulation and, to a large extent, its quantity.

We know the type of women we want for subscribers. They are the mothers and daughters of substantial families

CIRCULATION

with discerning taste and the means to gratify it.

We believe we know the kind of magazine these women want. The new Delineator will provide them with fiction by the latest authors, fashions that are smart and authentic, the most advanced information for directing their households.

It is our intention to make that kind of a magazine for that kind of subscribers.

Delineator's circulation will find its own level and it will be a high level. How big it will grow we do not know.

* * *

We have set the guarantee at 1,250,000 from the November issue, at which time The Designer is combined with Delineator. It is apparent that, for some time

to come, there will be several hundred thousand excess, as the present circulation of the two publications is 1,700,000.

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, *President*



Killing the Sale by Direct Mail

The Adventures of a Country Gentleman Who Wrote to Twenty-one Manufacturers for Information Regarding Their Products

By Edgar H. Felix

RECENTLY, I acquired a farmhouse some fifty miles from New York which I planned to convert into a literary workshop by installing the usual conveniences of the city. With this end in view, I wrote such manufacturers as Westinghouse and Delco for information on lighting systems; Fairbanks-Morse and National Utilities on water pumping plants; New Jersey Zinc and Pratt & Lambert for data on paint; Standard Oil and Kleen Heat for oil burners and hot water heaters; others of equally high standing about lumber, mill work, plumbing, hardware and garden tools—twenty-one in all.

Within thirty days, I received twenty-two booklets from eight to twenty-four pages in length; eighteen leaflets of six pages or more; forty-two letters and miscellaneous material of one page in length. With the aid of this comprehensive array of literature, I had hoped to be able to select and purchase a water pumping system, a lighting plant, an iceless refrigerator, an oil burner, inside and outside paint, plumbing supplies and garden tools. I sought just the information which any inquirer who takes the trouble to write a letter replying to an attractive advertisement has the right to expect.

This is what I actually received:

One manufacturer sent a complete descriptive catalogue with prices, the name of the local dealer and also informed the local dealer of my inquiry.

Two sent catalogues and prices and offered to take my order direct. One of these got an immediate order but has not made delivery in twenty-seven days.

None of the others gave *all* the essential information to secure an order—descriptive material, price and definite information as to local distribution!

One sent a catalogue of plumbing materials with prices but neglected to tell me where they could be bought locally, although I found, through other sources, that he has live local representation.

None of the remainder gave any information as to *prices!* Only four out of twenty-one thought price information necessary to hold consumer interest.

Seven wrote me that they had informed distributors (not local dealers) in cities from fifty-five to 1,200 miles away. Of these seven, three gave me the names and addresses of these distributors and each of these sent salesmen sooner or later. Four advised me their territorial representatives were being informed, but did not give their names; of these, two were heard from, the other two lost out through distributor neglect.

Four offered to furnish prices to me directly if I would fill out extensive questionnaires. The briefest required twenty-one answers of discouraging technicality before I could be let in on their sacred price information.

Two others advised me that they had informed local dealers but who they were I never learned because they did not respond to the manufacturer's lead.

Two sent expensive catalogues, but ignored entirely the subject of price or distribution.

Two referred me to distributors and suggested I write them; one sent a list of 100 or more distributors with this accommodating suggestion. I suspect its canny sales manager wears both belt and suspenders, for he also wrote some of the distributors. So far nine have written me from four States east of the Mississippi, offering quotations in carload lots and sending me one or more additional copies of the expensive catalogue. Yet not a single one has sent me a price on any quantity of this product. The largest hardware

store in town handles this product and remains in ignorance of my inquiry.

It is easy to declare, as a result of this experience, that consumer inquiries are grossly manhandled by large manufacturing organizations; that half of most $1,000,000 advertising appropriations are deliberately sunk in a maze of grotesque sales stupidity; that the goose which lays the golden eggs is ruthlessly driven from the sales manager's grasp. But, having some small appreciation of the sales manager's problems, I did not come to the same conclusion at which the average consumer arrives as a result of such experiences. The entire difficulty arises out of the complexity of modern distribution methods. It is necessary to reconcile two divergent objectives:

The consumer desires, in response to his inquiry:

(1) *Descriptive data*, sufficient to judge the merit of the product;
(2) *Price information*, enabling comparisons with competing products;
(3) *Name and address* of nearest retail sales outlet.

The manufacturer, on the other hand, desires to:

(1) *Stimulate desire*, which his local sales outlet may capitalize;
(2) *Withhold detailed information*, to give his local sales representative the greatest possible sales opportunity;
(3) *Omit price information*, lest it erect a permanent sales barrier to the arguments of the local representative.

A study of the literature received revealed various degrees of compromise with these divergent objectives. For example, one manufacturer of water systems placed his faith in his local representative; another in direct-mail selling.

The first concentrated his sales ammunition upon the desirability of owning a water plant, the increased yield of dairies if cows are given water of correct temperature and in sufficient quantity, lightened work for the busy housewife, better health and sanitation, fire prevention and protection. Profuse illustrations and numerous commendations supported these statements. There was no indication of price whatever; I could not judge whether the system cost $300 or $4,000; whether it could be purchased complete with piping and supplies or whether only pump and tank could be procured from the manufacturer.

A second concern sent me the most practical kind of information. It described its system; the rugged construction of the gasoline engine, the design of the pump, its capacity in gallons per hour, a chart for estimating requirements, commendations on the lasting quality and economy of the system. Both concerns relied upon local representation to complete the sale, but the representative of the second concern has never called on me. However, it received as good consideration in competition with the other as did those who sent their representatives, because I had full information as to design, quality and prices.

One might conclude that the course of the second concern is better than that of the first. However, the kind of salesmanship employed by the first concern is very necessary when presenting its product to prospects who have evidenced no interest in water systems. But it annoys a person who has already been sold on the need for a water system to be lectured on the desirability of taking a bath more frequently than once a week.

There are two distinct selling processes in most industries. The first is selling the general idea of desirability of ownership; the second is narrowing that down to a particular product. One who answers an advertisement is more likely to be in the second group than in the first and the concentration of sales ammunition on general enthusing is more than likely to divert his attention to other products than to your own enthusing harangue.

Many sales managers place hope in the local dealer to effect the second step of selling the particular product. In large cities, representatives must know their business in order to make a living. Consequently, they are more gen-

erally active and intelligent representatives. In small towns and rural communities, the opposite is usually true.

For example, four years ago, in the prosperous dairy farming country in which I live most of the year, there were eight selling agencies for eight competing electric lighting systems. Their combined efforts sold approximately twenty lighting systems that year. Last year, 140 lighting systems were sold in this territory and one man sold 108 of these. Reliance upon such a local representative brings results. The other seven concerns have had district sales managers scouring the territory, trying to develop a man who will compete with this live wire. In three years, they have not been able to find one. This representative would succeed almost regardless of the kind of literature which was sent in response to inquiries.

Of the seven water plant manufacturers from which I heard, six of them planned their literature so as to place the burden of selling upon the local representative. More frequently than not, however, the manufacturer's literature may be a better salesman than a representative. Assuming that answering an advertisement is evidence that desire is already stimulated, I am sure it would frequently be effective to furnish more specific information than is usually sent.

The second expectation of persons answering advertisements is price information. Can they afford to buy the thing for which they have a desire? Seventeen out of the twenty-one manufacturers to whom I wrote did not give price information. Seven had products on which it is difficult to quote prices because price depends upon the combination of many factors. In the case of water systems, it is necessary to know the distance and drop to the well, the number of persons and cattle which must be supplied, whether electric or gasoline motive power must be depended upon, the greatest distance and height to which water must be supplied, etc. As a consequence, complete systems can be bought anywhere between $85 and $3,000 or $4,000. Yet the prospect wants to know what it will cost. To secure the facts necessary to make an estimate, manufacturers usually send a most extensive questionnaire blank to fill out. One of these, which I received, had twenty-one questions; another twenty-six. Those pumping system manufacturers who have not received my filled-in blank are sending me a series of form letters, urging me to fill it out. Evidently, these blanks rudely interrupt the selling process.

One water system manufacturer has met this problem by giving the cost of a typical equipment representative of the average farm installation. He gives sufficient information in his catalogue to enable one to estimate within $50 or $100 the exact cost of the installation I need. It may be still better to give the exact cost of several typical systems such as a small suburban equipment, a small dairy farm installation and a large estate or extensive farm installation. By the application of a little ingenuity, some price criterion can be offered which is very much better than none at all.

The second objection to specific price information is that it discourages the prospect before the full power of personal salesmanship has been brought to bear. Where specific price information constitutes a serious barrier to the hesitant prospect's mind, it is often helpful to quote on one product of a line, preferably the lowest-price article. The local representative then has the opportunity to bring the prospect up to a more expensive and more suitable equipment. Probably this is the idea which prompts the Dayton Pump & Manufacturing Company to include a leaflet with its catalogue describing the Dayton "Cub," an $85 water pumping outfit.

The third item of information desired by the inquirer is where and how he can buy. Where direct-mail selling is pursued, this offers no difficulty, but when rural representatives are selected by a

remote district sales office, the manufacturer must, of necessity, refer inquiries to his district sales manager. This entails delay and it is usually overcome by sending acknowledgment and literature direct from the manufacturer's sales office upon receipt of inquiry. The inquiry is then forwarded to the district sales office. Usually, this office again sends the same catalogue, writes a second letter from its headquarters, advising that a local representative will call. Finally, this individual comes along with a third copy of the catalogue.

It is possible, in many cases, to eliminate one or two of these steps by forwarding inquiries promptly to district sales offices. The district sales office may then advise the prospect who the local representative is in the first acknowledgment of the inquiry.

Summarizing then, it would seem logical to conclude from my experiences that the answering of an advertisement is evidence that interest has already been aroused;

That repeated stimulation of desire without specific satisfying information creates an unfavorable reaction;

That price information, at least sufficient to give an indication of cost, is desirable; and

That full information regarding the name and address of the nearest local retail outlet should be furnished with acknowledgment of the inquiry.

New Accounts for J. X. Netter, Inc.

J. X. Netter, Inc., advertising, which was recently organized at New York, has been appointed to direct the advertising accounts of the following companies: Edwards & Company, electric signaling devices, and the J. W. Fiske Iron Works, both of New York, and the Leviton Manufacturing Company, Brooklyn, N. Y., wiring devices.

Gain in Douglas-Pectin Sales

The Douglas-Pectin Corporation, Rochester, N. Y., and subsidiaries, manufacturers of Certo and other food products, report sales of $1,463,484 for the quarter ended June 30 with profits of $343,798, after charges, for that period. This compares with sales of $1,134,640 and profits of $310,080 for the second quarter of 1925.

Tung-Sol Lamp Profits Greater

The Tung-Sol Lamp Works, Newark, N. J., automotive electric bulbs, reports a net profit of $381,074 for the first half of 1926. This compares with $293,481 for the same period in 1925. For the quarter ended June 30, 1926, net profits were $173,784, after taxes, against $166,422 for the second quarter last year.

New Outdoor Advertising Business at Detroit

The Williams-Detroit Outdoor Advertising Agency, Inc., has been organized at Detroit. A. B. Williams, for the last five years vice-president and manager of the Detroit office of George Enos Throop, Inc., outdoor advertising, is head of the new company.

MacManus Agency Adds to Staff

M. St. John Brenon has joined MacManus Incorporated, Detroit advertising agency. He was formerly with The Caples Company, Chicago. At one time he was advertising manager of the Duplex Engine Governor Company, New York.

New Accounts for Harry Botsford

The advertising accounts of Robinson's, mail-order wallpaper house of Titusville, Pa., and the Direct-Service Company, Oil City, garage heaters, have been placed with Harry Botsford, Titusville, advertising agent. Direct mail and newspapers will be used.

Textile Account for Sherman & Lebair Agency

Henry Glass & Company, New York, Peter Pan and other fast color fabrics, have appointed Sherman & Lebair, Inc., New York advertising agency, to direct their advertising account. Newspapers, magazines and business papers are being used.

Ohio State Pharmacists Publish Monthly

The Ohio Druggist, a monthly publication, is being published at Columbus, Ohio, by the Ohio State Pharmaceutical Association. The new paper will serve as the official organ of the association and as a general drug trade journal.

Appointed by The Heil Company

Arthur Nicolaus has been appointed advertising manager of The Heil Company, Milwaukee, manufacturer of tanks, truck bodies and hoists. He succeeds Howard Winton, who has been made general branch manager.



SWEENEY has a new dress suit!

(it's brown)

TELL IT TO SWEENEY
in News Rotogravure

Experienced editorship
The News was the first and is the most successful of all current pictorial tabloid newspapers.

The world's finest pictures
From the crack staff of The News, and from the fourteen branch offices and fifteen hundred resident correspondent cameramen of Pacific & Atlantic Photos, The News-Chicago Tribune international picture syndicate—affording exclusive selection of the best news and feature pictures available.

Exclusive features
To add new interest to an already unusually interesting and attractive metropolitan Sunday newspaper.

Highest visibility
Rotogravure presentation on the thousand agate line tabloid page.

Strongest reader interest
This new Rotogravure section will be the most attractive all-picture part of the tabloid size, pictorial Sunday News.

Printed by Art Gravure
One of the largest independent producers of fine gravure printing in the United States. The Sunday News Rotogravure will be their largest run.

Special stock
Standard forty-five pound rotogravure paper, the best rotogravure stock available.

Late closing
Advertising deadline is only fifteen days before date of issue—third preceding saturday.

Lowest cost
Rotogravure advertising at the lowest milline rate in the country—only one-third more than regular black and white Sunday News rates.

NEW
New York Sunday News
ROTOGRAVURE

beginning **October** *10th, 1926*

CIRCULATION
in excess of 1,200,000

Approximately 75% city and suburbs

LOWEST ROTO MILLINE RATE
in America

Per line, one time	$2.00	*milline*	$1.66
5,000 lines or 13 insertions	1.90	*milline*	1.58
10,000 lines or 26 insertions	1.80	*milline*	1.50

May 1921 — 187,367
May 1922 — 344,664
May 1923 — 573,521
May 1924 — 772,326
May 1925 — 1,111,847
May 1926 — 1,242,803

FIRST published in May 1921, the Sunday News has had the most remarkable growth of any newspaper, daily or Sunday, in this country. Within five years, its circulation had become the largest in America! ❦ ❦ And, note this—every advertiser in the Sunday News has always received a huge excess of circulation never charged for in the rate he enjoyed! The average annual increase has been about 200,000 copies throughout its five years of publication. Such growth gives value all out of proportion to card rates! Such growth is also an indication of the interest and attraction that this paper has to an ever growing public. ❦ ❦ To the advertiser concerned with getting value from his advertising in the face of voluminous competition, the Sunday News has been a welcome and profitable development ❦ ❦ To this already established and provedly profitable medium, add ROTOGRAVURE, the finest rotogravure available—and it is obvious that circulation will increase beyond past records, that advertising value will eclipse previous measures! ❦ ❦ This new section offers the surest, most certain, most economical and least wasteful means of advertising effectively to the New York public *plus* a good additional share of national circulation ❦ ❦ Keep this new medium well in mind in the consideration of all coming schedules!

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, New York

How Wesco Eliminated the Small-Order Evil

Percentage of Unprofitable Orders Reduced from 74 to Less Than 22, in Six Months' Time

By R. W. Haege

Sales Manager, Wesco Supply Company, St. Louis

WE have always known, in an offhand sort of way, that we were handling a great many orders which were too small to be profitable in themselves and that a great many of these orders were placed by customers who did not buy enough from us to justify this small order nuisance as a part of our service to them. Last year I decided to make a survey of this situation and see what could be done to relieve it.

The first step in this survey was to divide all of the customers on our books into eight classifications based upon the nature of their business. For example, all central stations were placed in one group, large industrial plants, whose business we solicited, in another, electrical contractors in a third, and so on.

The second step was to divide all of our orders into five groups according to size. These groups were: Orders under $5, from $5 to $10, from $10 to $25, from $25 to $100 and orders over $100.

The third step was again to go through the books and make a count of the number of orders in each group placed by each classification of customers.

While this was being done, we also had a firm of expert cost accountants at work determining the cost of handling orders in each group.

This survey brought some very interesting facts to light. One classification of customers whom we had always considered highly desirable proved to be unprofitable. We discovered that we were either trading dollars or actually losing money on all of the orders in the first three groups, composed of orders for less than $25. We also found that 74.6 per cent of our total number of orders were in these three groups so that all of our profit came from 25.4 per cent of the orders we handled.

A very large percentage of the orders in group three (orders from $10 to $25) came from customers who placed a sufficient number of larger orders to justify us in handling their small orders as a matter of accommodation. Orders for less than $10, however, did not justify themselves.

A study of the small orders placed by the undesirable classes of customers showed that most of them were for small, fast-moving items which no one really entitled to wholesale prices would think of buying in such small quantities.

This gave us the idea for a plan which would either eliminate these customers from our books or else put this business on a profitable basis.

SOME PRICES WERE INCREASED

We went over our price list and increased the price on all broken package lots until they equaled or exceeded the regular retail prices. On some of the fast-moving items like snap switches, looms, etc., we put up the price on small quantities to double or treble the retail price. On small quantities other than broken packages, we increased the prices on the fast-moving items which legitimate wholesale buyers usually bought in sizable quantities.

Since there was practically no change in the small quantity prices of the items which desirable customers would be apt to buy in small quantities, they did not suffer from this price revision; in fact, they benefited by it, because it helped to protect their retail business. The revised price list took

us out of competition with our customers.

Such drastic revision of our small quantity prices naturally brought some complaints. For the most part these complaints came to the city order desk and were from people who had been making a practice of buying retail quantities at wholesale prices. We answered them by explaining that if they would buy in wholesale quantities, we would gladly give them the benefit of the wholesale prices but that as long as they bought retail quantities we had to charge them the highest current retail price in order to protect our customers. With one or two exceptions they all saw the justice of this stand.

Six months after the revised price list had been put into effect we made a second survey to see if we had achieved the desired results.

This second survey showed that instead of just breaking even or losing money on 74.6 per cent of the orders we handled, 78.2 per cent of all of the orders going through the house showed a satisfactory profit and that the handling of the other 21.8 per cent of our orders was fully justified as a part of our service to highly desirable customers.

Answers a Salesman's Advertising Complaint

SLOAN VALVE COMPANY
CHICAGO, July 27, 1926.

Editor of PRINTERS' INK:

The letter to R. V. K. entitled "A Salesman Complains About His Firm's Advertising," by W. R. Heath in your July 22 issue, is typical of the attitude of a great many salesmen and is an attitude which very often causes the advertising manager unwarranted trouble.

It reminds me of '17 and '18 when every "doughboy," "non-com" and "shave-tail" in the army had a different conception of the problems that should be bothering staff headquarters.

Wouldn't an advertising manager or agency have an interesting time altering a general advertising campaign to back up the pet weaknesses of the salesmen in each individual territory? Our correspondent believes that the main advertising objective of the year, determined in lengthy conferences, should be set aside, the general advance halted, all for the purpose of diverting advertising funds toward the ends usually attained through "personal salesmanship!

Advertising is not essentially a weapon of retaliation against something that a competitor has accomplished. This salesman expresses his conception of advertising when he intimates that it is merely something calculated to supplement his own efforts. He speaks of the campaign of a competitor who seems to have accomplished something in an advertising way and immediately considers it a case of gross mismanagement that his own advertising manager does not step into that territory with copy calculated to discredit the competitors.

It is natural, perhaps, for a representative to look upon the individual problem that confronts him as the one big difficulty in the path of the entire organization. It is usually the case that every link in the chain considers itself the most important. But why attach any more importance to the criticisms of the advertising department by the sales department, in cases of this kind, than to the sales department by the production department? One is about as logical as the other.

It is a pity some sales managers allow the criticisms of salesmen on advertising to bear more weight than the opinion of the man who is supposed to know advertising. Reading this letter to R. V. K. many a sales manager would say "amen" to the sentiments outlined, simply because they figure the salesman is in "contact" and "on the firing line" It takes us back to the old saw about not having to be a chicken to know eggs. And as for being "on the firing line," what private has anything of importance to impart to headquarters regarding the general situation, just because he happens to be familiar with the problems of the terrain immediately in front of him?

This particular salesman sells an article which he says is "a cheap one," whose talking points are "integrity, one's dollar's worth, rugged service performed," etc. He believes the advertising describing it should not be an "approach to idealism." "It just doesn't make sense." It shouldn't "strut its stuff in a tuxedo."

He would take the Fisher body from Chevrolet, strip the idealism from a host of meritorious articles in common use; appeal only to the reason (probably through controversy) and leave out of consideration the fact that in human nature emotions are strongest.

ARTHUR E. NEALY,
Advertising Manager.

Timken-Detroit Axle Profits

The net profit, after charges, of the Timken-Detroit Axle Company, Detroit, amounted to $1,223,069 for the six months ended June 30, 1926. This is almost double that for the first half of last year, which totaled $678,700.

Death of Charles P. Randall

Charles P. Randall, a director and secretary of the Franklin P. Shumway Company, Boston advertising agency, died at West Roxbury, Mass., last week. He had been with the Shumway agency for over thirty years.

A.M. or P.M.

?

THE carrier-delivered morning papers of New Orleans are delivered before 6 A. M. Men like to read their morning paper on the way to the office and insist that it be delivered before they leave.

Evening papers in New Orleans are carrier-delivered before 4 o'clock in the afternoon. The year round is open porch season in New Orleans and the afternoon paper is welcome porch company.

The Item reaches five out of seven and The Tribune three out of seven families in New Orleans who read any newspaper.

New Orleans
Item-Tribune.

National Advertising Representatives:
GEORGE A. McDEVITT CO.
250 Park Avenue, New York Peoples Gas Building, Chicago

Government Publications Available to Business Men

FRANS SVANSTRÖM & CO.
STOCKHOLM, SWEDEN

Editor of PRINTERS' INK:

On different occasions I have found in PRINTERS' INK very interesting comments about reports from the Government on distribution problems, trade information, advertising data and so on. As I am very much interested in distribution problems and also teaching at the Stockholm School of Business I should appreciate it very much if you would kindly let me know the best way of getting those bulletins. I understand that there are several different offices responsible for different reports, and I should therefore be glad to have your help in getting in contact with the different people.

FRANS SVANSTRÖM & CO.,
GERHARD TÖRNQUIST.

THE Superintendent of Documents, Government Printing Office, Washington, D. C., issues a small pamphlet entitled, "Information Governing Distribution of Government Publications and Price Lists," which contains the numbers and brief descriptions of forty-six price lists of Government publications, besides information concerning the "Monthly Catalogue of United States Public Documents" and other catalogues. A copy of this pamphlet has been forwarded to the writer of the inquiry; but any searcher for Government information will find that many valuable facts and reports never reach the distribution facilities of the Government Printing Office.

For instance, the Bureau of Agricultural Economics, of the Department of Agriculture, has conducted several very interesting investigations into the advertising and merchandising of butter, milk, fruits and other farm products. While some of these reports have been published as Government documents, others were not considered of enough general importance to warrant printed publication. They are in the form of processed reports, and can be secured only by addressing special requests to the Bureau of Agricultural Economics.

Likewise, the Bureau of Home Economics, of the Department of Agriculture, issues from time to time bulletins in processed form which are not listed by the Superintendent of Documents. In some cases, preliminary reports of investigations are issued in this form months before the complete printed report is published. The best way to secure this information promptly is to submit the subject to the Bureau with the request to send all available information regarding it. The Bureau of Home Economics has issued special processed reports on purchases of clothing, incomes, and other subjects related to the farm home.

The Bureau of Foreign and Domestic Commerce, of the Department of Commerce, issues a catalogue of Bureau publications, which is revised frequently; but it is well not to rely entirely upon the catalogue if important information, especially of a timely nature, is desired. For there is a vast amount of valuable information in the files of all of the Bureau's divisions which never reaches the pages of a published report. Some of this information is in processed form, while other reports are in manuscript, and it may be secured only by sending a definite inquiry to that division of the Bureau which is concerned with the subject.

American business men who keep abreast of the great and increasing fund of information available at the Government departments in Washington, not only secure the various price lists of documents as soon as they are published and subscribe to the official periodicals, such as the "Survey of Current Business" and "Commerce Reports," but they also address the various divisions and other Government organizations when specific information is desired. Only in this way can the inquirer be assured that he is getting all of the information that the Government has to offer on any given subject.—[*Ed.* PRINTERS' INK.

Leemen Winter has joined the art department of the Newspaper Engraving Company, Grand Rapids, Mich.



"There's no place like home"
—and the Graphic goes there

Beginning Saturday, July 31st, and every Saturday thereafter, we are publishing a page of AUTOMOTIVE news and features of interest to the general public.

NEW YORK
EVENING GRAPHIC

Harry A. Ahern, *Advertising Mgr.*
25 City Hall Place, New York

Charles H. Shattuck, *Western Mgr.*
168 N. Michigan Ave., Chicago



Gardner



Opens ales to a 54% ga St.

St. Louis Manufacturer wi 50-Year Knowledge of S Louis Marketing Condition Advertises in The St. Lou Globe-Democrat *Exclusively*

You can say in a second which new paper is the best advertising buy f you in your own home city, becau you're there, and you *know*. . . .

But what about St. Louis?

The Gardner Motor Company ha the answer. They are *in* St. Lou They *know*. They have an accura knowledge of every phase of loc marketing conditions, gleaned fro 50 years of business experience this market.

And they know St. Louis newspaper

When it came to the question of t big 1926 campaign, The Gardn

*As is customary, The Gardner Motor Compa was represented in the Special Automobile Sh Number of each St. Louis newspaper dur Show Week, February, 1926.

St. Louis Globe-De

The Largest Da Th

F. St. J. Richards - - - New York
Guy S. Osborn - - - - - - Chicago
J. R. Scolaro - - - - - - - Detroit

les Throttle
St. Louis

Motor Company and their St. Louis distributor chose The St. Louis Globe-Democrat *exclusively.*

And Sales Jumped 54%

Justifying the wisdom of their choice is a 54% gain in sales in metropolitan St. Louis during the first six months of 1926, over the same period of 1925.

It's another outstanding success in which The Globe-Democrat has played an important part. The 30 automobile distributors in St. Louis who made the substantial gains in sales in 1925 all used commanding advertising space in The Globe-Democrat.

Natural, too—for The Globe-Democrat is read by more automobile owners than any other St. Louis daily. Its circulation is concentrated where greatest car-purchasing power exists.

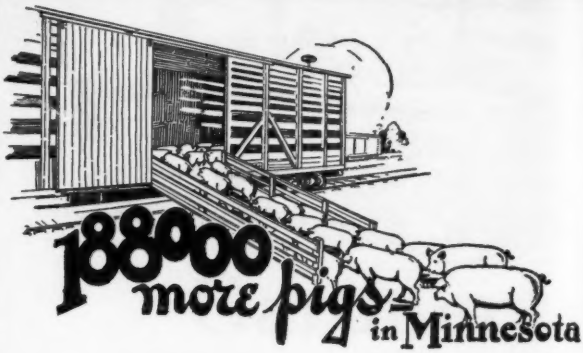
Throughout the entire St. Louis market, known as The 49th State, Globe-Democrat supremacy is not even challenged. It is The Newspaper of The 49th State.

Write for details of the assistance which The Globe-Democrat is prepared to give you, through its Sales and Promotion Department and the Research Division.



e Globe-Democrat
Da The 49th State

C. Geo. Krogness - San Francisco
Doriand Agency, Ltd. - - London



188000 more pigs in Minnesota

Just at the right time too! Pork is high and likely to stay so, and here are Minnesota farmers going to market with a bumper pig crop.

Government figures for Minnesota show 4,178,000 spring pigs compared with 3,990,000 last year. Minnesota saved nearly seven per cent more pigs than the U. S. average. These pigs will be sold in the fall. Farmers will have extra dollars to spend.

Put your advertising where it does the most good. Minnesota pork will help you bring home the bacon.

There is just one weekly farm paper in the whole Northwest—The Farmer—and it will place your message in the homes of 150,000 prosperous farmers.

THE FARMER

Webb Publishing Co., Saint Paul, Minnesota

The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.

Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

Talking Winter Profits in the Dog Days

How the Pyrene Manufacturing Company Is Getting Over a Cold Season's Selling Point by Midsummer Advertising

By Robert Bostick

IN many lines of industries, as PRINTERS' INK pointed out editorially a few weeks ago, Christmas lies just over the hill. Advertisers of winter merchandise have been coming more and more to the plan of starting their Christmas advertising early. So early, in fact, that this year the Pyrene Manufacturing Company, maker, among other things, of Chromine, a radiator freeze-proof solution, started advertising in June and is carrying it right through the summer months.

Several years ago Chromine was worked out in the research laboratories, a combination of chemicals which contained a non-freezing property dissolved in water. At first it was put out in powder form and the consumer was expected to mix it himself by dissolving the contents of two envelopes separately, in the manner of Seidlitz powders. Later on, due to the great difference in the mixing ability of different purchasers, it was found advisable to change the method of preparing the product. And now it is shipped to hardware dealers and large service stations in fifty-five gallon drums.

The advertising started last year in the late summer and fall in automobile dealer publications. This year a certain talking point about the product induced the company to talk winter profits in midsummer. A careful investigation made the company believe that the chief talking point, after that of its non-freezing qualities, was, as far as the dealer was concerned, the fact that it did not overheat, having a boiling point of 220, and that it therefore offered the dealer a larger profit. Alcohol, a great competitor, is usually put in by car owners only when a cold snap comes each year. If he puts it in before that time the nature of the product makes it very likely that his car will overheat.

Moreover, investigation shows that the average person drives up on a cold day, buys a quart or



A Chromine dealer says—

CHROMINE has satisfied all of our customers using it, giving them adequate protection during the severe winter weather *and being one of our profitable items.* We are very well pleased with Chromine and expect to materially increase our sales of it next winter."

This is typical of how Chromine is regarded by the trade—they all find it profitable to sell. There is an assured market for Chromine wherever freezing temperatures prevail.

Chromine has won the confidence of both dealer and user. Chromine has opened the eyes of the trade—showed them how to make more profits than alcohol would give them. Accessory dealers, garages, and filling stations find Chromine a real money maker—a sure way to increase winter profits.

Place orders now with your jobber, for later delivery, and be ready to furnish Chromine to your customers before cold weather starts. Chromine can be stored without fire hazard.

A booklet telling all about Chromine and scores of letters of commendation from enthusiastic dealers and satisfied users will be sent on request.

Chromine will not evaporate

Sold "from drum to radiator"

Chromine

RADIATOR
FREEZE-PROOF SOLUTION

PYRENE MANUFACTURING CO., Newark, N. J.
Makers of Pyrene Fire Extinguishers and Orra-On Tire Chains

FEBRUARY COPY IN JULY BUSINESS PAPERS

two quarts of alcohol at a ten-cent or twenty-cent profit to the dealer. The same person may be sold a load of Chromine if the radiator is in good condition and other accessories are right and it will last him for the season. He can put it in in mild weather and be safe when the cold snap comes. It seemed logical therefore to talk dealer profits on this winter product in midsummer, so that the extra selling point would get over.

When the retailer reads on a hot August day the advertisement for this winter radiator solution, he knows that he can stock it soon and be ready for a profit of $1.20 for a load of Chromine any time after the car owner comes back from his vacation. It was felt that this combination would hit him about right. Retail dealers who were heard on the subject urged the company to go ahead and therefore this year the advertising started early in June for next winter's sales.

The company's present advertising and direct mail to dealers is in the nature of a preparation for consumer advertising for next year. The plan of this company in searching for its biggest talking point and discovering that this analysis led to a moving forward of the whole advertising schedule, is one which again lends weight to the old adage that an old product must be looked at with new eyes every six months.

Robert W. Nelson Dead

Robert Wickham Nelson, president of the American Type Founders Company, and president of the National Paper & Type Company, both of New York, died at Westfield, N. J., last week at the age of seventy-four. He joined the American Type company in 1894 and was made its president and general manager in 1901. The National Paper company was established by Mr. Nelson in 1900. He was formerly general manager of the American Press Association for many years.

Anent the Manz Corporation

The Manz Corporation, Chicago, was referred to in a recent issue, as being engaged in the engraving business. Engraving is only one feature of its business, inasmuch as, to quote the firm's letterhead, it is "a complete printing industry from idea to finished product."

"White Rose" Sales Increase with Advertising

In 1886 Seeman Brothers, New York, White Rose food products, was organized with a capital of $12,000. With the exception of small additions to the original capital, the business has been built up out of earnings to its present position, with earnings of $486,449 reported for the year ended June 30, 1926.

Joseph Seeman, president, in a recent statement reports that over $2,000,000 has been expended in advertising the White Rose brand of tea and other White Rose products, and as a result sales have shown a steady increase. The net sales of Seeman Brothers have increased 51.1 per cent in the last five years; from $10,533,020 in 1922 to $15,918,624 for the year ended June 30, 1926.

New Candy Product to Be Advertised

The name of the Mar-O-Bar Company, Minneapolis candy manufacturer, has been changed to Mars, Inc. A new product "Mars Chocolate Bits" will be the subject of an outdoor, magazine, and newspaper advertising campaign now being planned. Rooney-Soderlund-Rooney, Minneapolis advertising agency, will direct this campaign.

Eureka Vacuum Cleaner Sales Gain

The Eureka Vacuum Cleaner Company, Detroit, reports net sales of $5,691,145 for the first half of 1926. This compares with $4,313,591 for the same period in the previous year. Net profits for the half-year ended June 30 amounted to $786,799, after charges, against $541,975 for the same period in 1925.

Drying Machine Account for Conover-Mooney

The Louisville Drying Machine Company, Louisville, Ky., has appointed The Conover-Mooney Company, Chicago advertising agency, to direct its advertising account. Trade papers will be used and the use of magazines is contemplated.

Leaves "The Merchants Journal and Commerce"

Frank M. Davis, for the last thirteen years with *The Merchants Journal and Commerce*, Richmond, Va., as business manager and manager of New York business, has resigned.

Philadelphia Office for West Virginia Pulp and Paper

The West Virginia Pulp & Paper Company, New York, Westvaco papers, has opened a sales office at Philadelphia. George M. Howarth is manager.

Truths, Half-Truths and Untruths in Advertising and Selling

Is It Possible to Build a Code of Business Ethics That Will Fit All Businesses?

By Don Gridley

AN advertiser agrees to send, upon the receipt of ten cents, 100 useful household articles. The sender of the dime receives in return a package of 100 pins. The pins are unquestionably useful household articles but the advertisement is just as unquestionably misleading and unethical.

Of course this is a familiar incident which has been duplicated again and again, with variations, in the past. Such advertising is preposterous, such business almost incredulous. Fortunately, reputable publishers, backed by the Federal Government, have pretty well weeded out all such cases of misleading advertising. Another great force in maintaining truth in advertising has been the PRINTERS' INK Model Statute, now a law in twenty-three States.

This incident is among many cited by James Melvin Lee in "Business Ethics" (The Ronald Press Company). He points out that if all problems of business ethics were as simple to decide as the problem just propounded, there would be little need for a code of ethics in business. However, there are thousands of borderline problems over which the ethical philosopher can split a great many hairs before he can reach a decision—and then his decision is likely to be debatable.

Mr. Lee attempts with some success to lay down the principles of business ethics. He admits frankly the difficulties of his task, but emphasizes the fact that such a code is no more difficult to formulate than a code of what may be called "philosophical ethics" such as are studied in almost every university in the country.

The advertiser, however, may be tempted to toss aside such discussion as being a little too abstract for his attention. Yet a code of business ethics is undoubtedly needed. If you don't agree, take a look at the *dossier* of the Federal Trade Commission. Doubtless the Commission has done a great many things that are open to bitter criticism but it is true that it has uncovered many practices that are illegal and distinctly unethical. If manufacturers would follow a definite code of ethics the work of the Commission would be almost totally unnecessary.

The advertiser faces the ethical problem more particularly in two phases of business—in his advertising and in his direct selling.

Forget for a moment the advertiser with his paper of pins and turn to the advertiser of a certain well-known den'ifrice, let us say. This advertiser has a meritorious product that can stand comparison with the best products in the field. However, in advertising it he decides to go a step further than competitors.

MAKING A MOUNTAIN OUT OF A MOLE HILL

To do this he calls in a scientist and together they talk about dentifrices. The scientist makes an investigation and presents certain facts. The advertiser studies these facts but finds nothing particularly striking about them. However, he does discover a minor point which he feels can be built into something.

His advertising soon appears carrying semi-scientific pictures of the structure of the tooth. With pretty little arrows the advertiser points out the places of weakness and shows that it is these places that are attacked by virulent germs to which he attaches a high-sounding name. He then says that his dentifrice will prevent these germs from doing their nasty work.

The facts in the case are as fol-

lows: His dentifrice, if used in large quantities and kept in the mouth for hours at a time might —*might* nullify some of the work of the germs. As ordinarily used, however, it will have no more effect on those germs than a drink of ginger ale. Yet the advertiser is quite careful to avoid any obvious misstating of facts so that, in a court of law, his advertising is truthful. Ethically, however, it is highly misleading.

Now this is a purely imaginary case. No dentifrice manufacturer has done just what has been described. Yet advertisers in other fields have come perilously close to doing that thing many times.

One more case—this time of a sales executive faced with bitter competitive conditions. He can find no point of attack against his competitors' products except a certain incident in the private life of one of the executives of the competing firm. Therefore he starts a quiet whispering campaign that soon spreads through the field.

In a very short time the field is turned upside down. Arguments have shifted from the merits of products to the private lives of business executives. Blasts and counterblasts result until the retailer is in a state of utmost confusion. In the end, of course, both sides lose—but that is not the question. The question is one of ethics.

Now either of the cases, as presented, would not seem to represent much of an ethical problem. Yet the protagonists in each case could build up pretty strong ethical arguments for their sides. Only the ethicist could really decide in each instance on the rights or wrongs of the questions.

Business needs a code of ethics to take care of all questionable cases. In Mr. Lee's book he devotes more than 100 pages to business codes and trade customs. In this appendix he prints the codes drawn up by many associations for the betterment of business. The very volume of these codes show the recognition on the part of reputable business men of the need and value of such codes.

Despite all the work that has been done to improve business ethics, however, there is still a great field for the business ethicist. What this field is is outlined by Mr. Lee with commendable clearness. Any business man will do well to sit down with himself or with Mr. Lee's book and examine closely the needs of ethical codes in his own business.

Lest the average advertiser be inclined to regard the question as one too abstract for his purposes, the writer would call his attention to just one phase of ethical study which brings it, as the saying goes, right down to the ground. The unethical business man seldom wins. Almost always the result of unethical practices is the ruin of a business. About the only way a man can escape the actual dollars-and-cents consequences of unethical business is to die before he's caught.

"Business life for the most part is made up of compromises," says Mr. Lee in his preface. "Consequently, what may be called rough justice is about all that one may hope to give and, incidentally, it is about all one may expect to receive from his associates."

That statement is quite true. However, a study in the fields of ethics as suggested by Mr. Lee and a realization on the part of business men of the true selfish value of ethical conduct will lead eventually to the elimination of a great many compromises and the revision of Mr. Lee's statement which will remove some of its stinging harshness.

Death of Robert A. Baker

Robert A. Baker, president of the Baker Advertising Agency, Ltd., Toronto, died last week. He was forty-nine year of age.

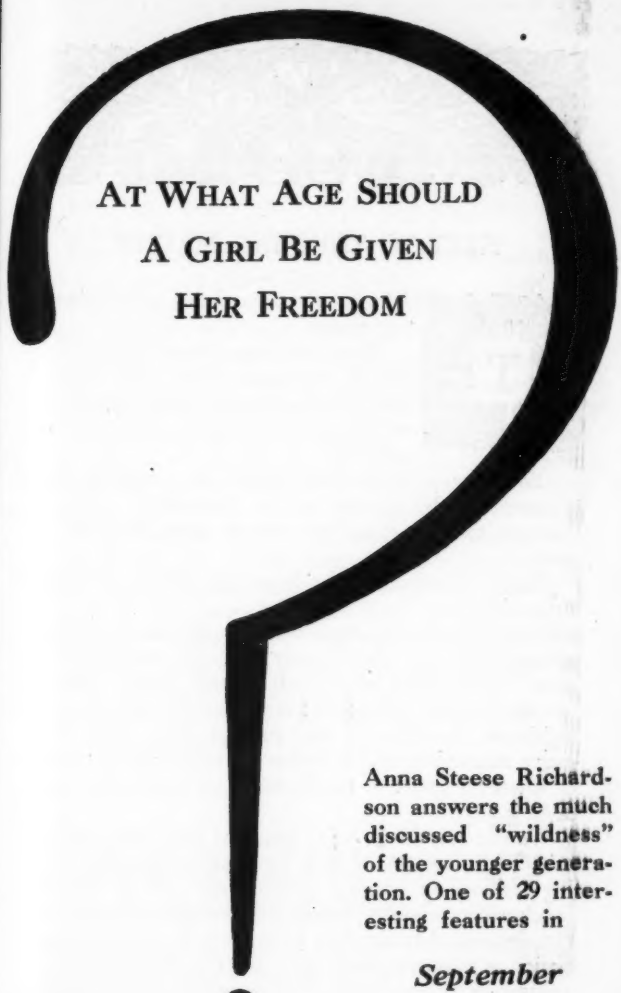
Before Mr. Baker started his agency, he had been with the Toronto *Star* for many years as reporter, city editor and managing editor.

With Philip C. Pack

Clark D. Smith, formerly with Louis Bass, Inc., Detroit, has joined Philip C. Pack, Ann Arbor, Mich., advertising, as an account executive.

Appoints Hamilton-Delisser

The Sunbury, Pa., *Item* has appointed Hamilton-Delisser, Inc., publishers' representative, as national advertising representative.



AT WHAT AGE SHOULD
A GIRL BE GIVEN
HER FREEDOM

Anna Steese Richardson answers the much discussed "wildness" of the younger generation. One of 29 interesting features in

September

Success Magazine

NEXT TO THINKING MATTER

THE magazine as such has had its changing phases.

Many years ago it was chiefly a vehicle for literature. There still survive, particularly abroad, some magazines which carry on that tradition unaltered.

Then for a period the American magazine field appeared to be dominated by journalistic purpose. Current public affairs were made appetizing to millions.

And of late the bait for large circulations has been entertainment.

It is entirely too easy to disparage each of these phases of the magazine by a catch-word, such as "highbrow" and "muck-rake" and "dumb Dora." That is not our purpose here. Entertainment, for example, is a legitimate function of the printed page, and those many magazines which thrive by entertaining people, of whatever grade of intelligence, are useful and could ill be spared.

We rise merely to point out that there are also certain magazines which have not been swayed by passing fashions in editing, which were not in the past muck-rakers and are not in the present arenas for entertainment. Among these have been, for a long enough period to make the point positive, THE QUALITY GROUP magazines.

They have consistently held to their conception of a magazine, which is not far from the original mean-

NEXT TO THINKING MATTER

ing of the word, signifying a place where things are brought together to be drawn upon when needed.

They gather and give out literature, but they are not merely literary.

They are charged with current fact and opinion, but they are not merely journalistic.

They contain and generously supply entertainment, but they are not merely entertaining.

They know that there are just as many people as there ever were who want magazines in which literature, journalism, and entertainment are kept in suitable proportion. They see clearly and meet the demand of those who are not content to buy magazines just for momentary entertainment. They have not yielded to the mania for millions of readers, being unwilling to surrender, for the sake of drawing millions, their standards of good literature and earnest public purpose.

The reward for this steadfastness to a publishing ideal is the loyalty of 700,000 readers who appreciate that ideal. And a further reward is the recognition by a large body of astute advertisers that it is not enough to advertise to millions, that it is necessary to reach this substantial nucleus of people who have intelligence, buying power, and social leadership, and that—

When you advertise in THE QUALITY GROUP you are *next to* thinking matter.

THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE
REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

Prosperity In The Birmingham Market

Orders booked and on hand for the remainder of 1926 in coal, iron and steel production, fabricating mills and various Birmingham manufacturers call for steady activities with increased schedules after September 1.

Birmingham is your market—everyone is employed. There is unprecedent prosperity in the Birmingham market today.

The News continues as the constant reliable influence in the lives of all Birmingham citizens. With its prestige, great reader acceptance, and complete coverage advertising campaigns in its columns are most profitable.

Read and truly accepted in nine out of ten homes in the city proper.

Many local and national advertisers do the job in Birmingham with the News, exclusively.

Six months' total volume—9,227,540 lines.

National advertising Lines Gain, six months, 196,588 lines.

Daily 81,088—Circulation—Sunday 93,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES
KELLY-SMITH CO.
New York Chicago Boston Philadelphia
J. C. HARRIS, JR., Atlanta

Jump Spots in Distribution

A Trend Which Is Changing Advertising Schedules

By Ralph Crothers

THERE was a time when the baker in Cleveland who had developed a new type of cheese cracker, and had obtained local acceptance for it by various forms of local advertising, branched out by the simple process of moving on to the next nearest city. Moving distribution ahead like an army entering new territory was an accepted and usual method. Outgrowing the home market was a simple process of pushing ahead along route 17 to the next town. No matter whether there were local conditions which built up a peculiar sales resistance in a certain city, it was the next place on the map and must be conquered.

Many successes were built by this method. There were also bound to be failures. There was one man in the food field, for example, who was going along nicely, taking one city at a time in a widening circle out from his original little plant. He came soon to his first big city. He hadn't investigated there to discover that a local manufacturer in the same line was so firmly established that citizens of the city, when traveling in far-off places, would boast loudly about the famous product of their city. The invading manufacturer made his usual appropriation, based on population and previous experience. Sales did not follow in the previous ratio. Instead of sending men to find out what the trouble was, he kept shooting more ammunition into the enemy camp in the form of larger and larger advertising investments. Then the local man started to go him one better in advertising and the previous reputation and home-town copy of the latter gave him a decided advantage in the short but decisive battle which followed.

The invader lost much money, and a promising new advertiser quit right there, because he was thinking too much in terms of geography, not enough in terms of "jump spots."

For that is the way the vice-president of a very successful company, whose appropriation for advertising this year will exceed $350,000, recently described his method. "I mean," he said, "that certain cities or localities seem to jump when pressure is applied. Others are dead. We go after the jump spots." Examples from several different fields will illustrate.

When Joseph Fralinger, running a lemonade stand in Atlantic City, took over a stand nearby, where the owner was selling salt water taffy, he probably never thought that he was on the way to national distribution for a new confection. "Jump spots" were the method by which it was accomplished. Visitors to Atlantic City would go back home to Kenosha, and remembering the candy they had eaten at the shore, would send for a box by mail. Neighbors sampled it and liked it. Kenosha became a place where salt water taffy was known, where a nucleus of firm boosters was established, and therefore a logical spot where special sales and advertising effort would get quick and satisfactory results in more sales.

GROWTH OF GARDNER CAKES

Years ago, in a small building in Norfolk, Va., John W. Gardner started to make and market Gardner's Cakes from old recipes handed down in his family. The little shop on the side street sold cakes to residents of Norfolk. The increasing number who wanted Gardner's instead of making their own, led to a large bakery and distribution in Norfolk through grocers. Residents of Norfolk moved away to other cities—Atlanta, Ga., St. Augustine and other Florida cities, and in South Carolina and Baltimore, Md.

These cities became jump spots. A salesman was put on the road,

a small initial appropriation voted and street-car cards in color were used in localities where demand had already started. The few hundred dollars used for advertising grew to ten, fifteen thousand, and then jumped to the hundreds of thousands as the few local points increased to more than sixty cities.

Waitt & Bond, cigar makers, now located at Newark, N. J., started off in Boston with an initial appropriation of less than $10. This company has always carefully considered the question of new territory. With a definite proportion of estimated sales for an advertising campaign, it looked upon each new territory entered as a new problem in which the usual advertising ratio would have to be increased at the start. But it expected this new territory to produce sales in sufficient volume to bring the ratio down to that which had proved sufficient in territories where Blackstone Cigars were known.

The company, by careful analysis of sales in new territory, gradually gave up the plan of pushing its product geographically, adding the next town, entering new territory in waves over the old, with new lines consolidated as they were passed. It was discovered far better business to add a city where former New Englanders who had moved away, had started little spots of concentrated demand in a number of unexpected places.

Thus Boston engineers, developing copper mines in certain localities in Montana and the upper peninsula of Michigan, had developed a certain amount of local distribution. When the company entered such territories, instead of going ahead along geographical lines, it was discovered that sales grew in more rapid proportion from the same initial investment in newspaper and poster space in the jump spots.

It is not always, of course, that such spots are developed only by former residents who move away and ask for their old favorite products by name. Often it is peculiarities in local buying habits which may make a distant city a more logical market than the one twenty miles away from the factory. The manufacturer who keeps in close touch with local conditions discovers certain preferences and buying habits which make definite cities logical outlets. While a pie maker would probably want to consider carefully before entering a city where a local maker was so well established, a manufacturer with a product with the same appetite appeal would probably consider such cities prospective "jump spots."

This trend, and it is a trend, as the experience of the makers of Splitdorf Spark Plugs, certain coffee manufacturers, tea importers and others would show, has led to some interesting developments.

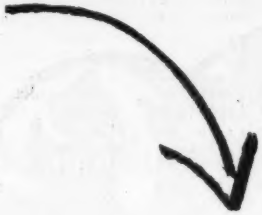
One recent case comes to mind in which the publisher of a newspaper advised a ginger ale advertiser against entering his market because of the great hold which a local bottler had upon the buying preferences of the citizens. In many other cases, close contact through newspaper merchandising departments, research organizations and salesmen's investigations, have saved money and time by shifting campaigns to "jump spots" instead of tough markets.

As long as brown eggs sell at a premium in Boston, and white ones in New York, as long as scrubbing brushes sell big in certain Dutch sections of Pennsylvania and not at all well a few miles across the border in New York—as long as there are local peculiarities and prejudices—new territory will be added with care and previous careful analysis instead of blindly pushing ahead.

The "jump spot" method so popular at present is changing many big advertising schedules.

Appoint D. J. Randall & Company

The Yakima, Wash., *Morning Herald*, *Daily Republic* and *Sunday Herald*, have appointed D. J. Randall & Company, publishers' representatives, as advertising representatives for New York and Eastern territory. This appointment will become effective on August 12.



A Corporation President Expresses Gratitude

What is the single purpose of The United States Daily?

To furnish business and financial leaders with a day by day record of Government action as it affects their business.

Is this information important to American business?

Hear what Mr. R. H. Sherwood, President of The Central Indiana Coal Company of Indianapolis, says:

"I have often felt the need for just such a paper as The United States Daily and I am grateful to the public-spirited men and women who have made this publication possible."

Reaching

Influential America

The United States Daily

Established March 4th, 1926

Presenting the Only Daily Record of the Official Acts of the Legislative, Executive and Judicial Branches of the Government of the United States of America

DAVID LAWRENCE
President

Washington

VICTOR WHITLOCK
Vice-President and Director of Advertising

New York Office:
52 Vanderbilt Ave.

Chicago Office:
London Guarantee Bldg.

San Francisco Office:
Bulletin Building



"There's a Difference In Farm Papers"

While there is general farming in every section of the country, it is largely concentrated in the "Heart States" shown above.

General farmers do not depend on a single crop—they always have something to sell at a profit.

SUCCESSFUL FARMING'S circulation is likewise so heavily concentrated in the "Heart" that more than one in every three farms are among its subscribers.

The "Heart States" form the greatest of all farm wealth-producing sections, and the farmers there are uniformly more prosperous.

SUCCESSFUL FARMING is not only the strongest publication through which to reach farm families, but its subscribers have more wealth, more building valuation and more buying power.

MEREDITH PUBLISHING COMPANY

SUCCESSFUL FARMING—THE DAIRY FARMER
BETTER HOMES AND GARDENS

F. O. BOHEN, ***Advertising Director***

E. T. MEREDITH, ***Publisher,*** **Des Moines, Iowa**

SUCCESSFU

More Than a Million Month

Advertising Offices: Des Moines, New York, Louis, K

An Advertiser Writes:

. . . "Last night after work, I drove into the country to call on a cousin of mine who lives on a farm. I happened to mention Successful Farming, whereupon I received more information about Successful Farming than I had ever received before—bearing out exactly what you explained.

I assure you it would have done you good to have listened to the warm recommendation which was given Successful Farming by this lady, her husband and her children."

Permit us to suggest that you, too, look up one or two farm family readers of Successful Farming and get the real story of how well SUCCESSFUL FARMING serves its subscribers.

L FARMING

Month to Real Farmers

Louis, Kansas City, Minneapolis, San Francisco

Fourth of a series of advertisements about breeds of dairy cattle.



The American Jersey

IT was more than 100 years ago—in 1817 to be exact—that old Capt. Pratt and his ship *"Hudson"* brought a calf from the isle of Jersey to America. Legend has it that he gave the yearling to a friend in New York State.

Neighboring farmers soon were attracted by the young Jersey's soft, pleasing fawn color and appearance—and later by the quality of Jersey milk. Jersey popularity grew and almost over night systematic importations began to be made.

Confined at first to Eastern states, Jerseys have spread gradually into every state. The records of the American Jersey Cattle Club, an association formed in 1868, include the pedigrees of some 960,000 cattle.

Such widespread distribution and firm establishment of the Jersey breed in America is attributed to the fine qualities these cattle possess. Especially are they known for their adaptability to many climates, early maturity, high food value of milk, and exceptional beauty.

The Dairy Farmer, proud of its part to help bring about better dairying, has from the first given Jersey breeders and dairymen authoritative material to guide them in developing and building their business.

A page-by-page examination of The Dairy Farmer—the foremost authority of dairy husbandry—and an analysis of its editorial content, reveals just why it is read by twice as many men engaged in the most important branch of agriculture as any other dairy publication in America.

THE
Dairy Farmer

MEREDITH PUBLISHING COMPANY
E. T. Meredith, *Publisher*, Des Moines, Iowa

More than 250,000 twice each month
—A. B. C.—

Lo! the Poor Textile Industry

"The Tongue of the Wise Useth Knowledge Aright: But the Mouth of Fools Poureth Out Foolishness"

By C. L. Cushing

Of the Economist Group

THE recent movement of the cotton industry in the direction of better manufacturing and marketing methods is occasioning much editorial comment in the business press. In some of the comments we are told much about how little the textile industry knows about advertising. Strangely enough, it has not occurred to anyone to suggest how little advertising knows about the textile industry.

If the "cotton people down in New England" are against advertising, then it must be the fault of the advertising fraternity in New York. Certainly it is not the fault of the cotton people themselves. No man ever deliberately robs himself; not if he knows he is doing it.

It would seem that this move of the cotton people in the direction the advertising industry wants them to go should occasion at least a faint cheer. So far more chairs have been thrown than cheers.

It seems to the writer that this is not a "nice" way for the advertising fraternity to act. The cotton people have shown that they are on the right track. They have created an institute which will be a national unit working on the common problems of all cotton manufacturers. The first step which this institute is to take is to study carefully the whole series of economic relationships which have caused the depression in the cotton business.

The names of the men who are organizing the Cotton Textile Institute should indicate that this is the biggest opportunity advertising has ever had. It is not textiles that is on trial now. It is advertising. If the advertising fraternity will only give these men, who are accustomed to think in millions and multi-millions, a chance to find out what advertising can do for their industry, perhaps the industry will come right side up, as to advertising, in the end. If these men ever do sit in the advertising "game" they will play with chocolate colored chips. That much is certain.

The conventional advertising man's view of textile advertising for the last ten years has been that cotton magnates were naturally dumbbells. It is very difficult for a clean-cut young man making all of $10,000 a year to enter a $20,000,000 cotton mill, tell its owner that he is a menace to the economic community, and come away with a contract. Yet it has been attempted!

Would it not be better if the advertising fraternity in some way offered to be of service in the formation and organization of this institute, rather than dared the cotton industry to learn something about advertising? If cotton manufacturers know nothing about advertising, it must be the fault of advertising men. That is what advertising men are for. Nobody is born with a full knowledge of the economics of advertising.

TEXTILES AND TOOTH PASTE NOT THE SAME

Perhaps the trouble has been that the advertising industry has refused to put in the necessary time and labor required to grasp the fundamentals of the textile industry. Too many advertising men believe that they can pass glibly from the marketing of a tooth paste in a striped box to the marketing problems of a fabric manufacturer who turns out 1,000,000 yards a day!

All the labor of learning how to apply the power of advertising intelligently to the distributive problems of the cotton industry must be done, if it ever is done, by advertising men. It is up to the adver-

tising fraternity to study textiles. It is not up to the textile fraternity to study advertising.

Possibly a good first step in bringing about a marriage between the advertising and textile industries would be a realization on the part of advertising men that the "damned textile industry" is really three words, not necessarily joined together.

Meantime, it is hard to see how the cotton industry can ever come out of its slough of despondency without a very thorough overhauling of the distributing machinery and a careful co-ordination of mill production with market acceptance. And it is hard to see how this can be done without sooner or later invoking advertising. Now is the time for advertising to lend an oar, not the time to rock the boat, Now is the time to be a bull on textile advertising, not a bear.

Too often in the past the representative of the agency or of the consumer or business publication has proved no case except that his own children needed shoes. This is not in itself a good reason for a prospect to become an advertiser. As a general rule, most of the attempts to "educate" the above mentioned textile industry to advertising could be summed up about as follows:

Question: Any advertising today?

Answer: No, thank you, we have troubles enough as it is.

Question: Your industry, sir, is very backward.

Answer: So is your old advertising man!

(Curtain)

Addison A. Christian Dead

Addison A. Christian, general manager of Gimbel Brothers, Philadelphia, and one of the organizers of the Poor Richard Club of that city died recently at Greensboro, Md., at the age of sixty-six. He became associated with Gimbel Brothers in 1894, as advertising manager, and was made general manager in 1916.

Houlihan Agency Appointment

L. G. Thompson has been appointed manager of the Los Angeles office of James Houlihan, Inc., advertising agency.

When I First Met "Printers' Ink"

CHARLES B. KNOX GELATINE CO.
JOHNSTOWN, N. Y.

Editor of PRINTERS' INK:

When I was forced into the business world eighteen years ago, without being equipped with a business education, I realized my unpreparedness and turned at once to the various publications treating on subjects of business for general information. Then as time progressed, I concentrated on a few, among them being PRINTERS' INK, which has proved particularly helpful from its articles and discussions on advertising, merchandising and selling, many of which I have applied to my own product—Knox Sparkling Gelatine.

CHARLES B. KNOX GELATINE CO.,
MRS. CHARLES B. KNOX.

Southern Publishers' Postal Committee Re-Appointed

John A. Park, publisher of the Raleigh *Times* and newly-elected president of the Southern Newspaper Publishers' Association, has re-appointed the following as members of the postal committee: Robert Ewing, New Orleans *States*, chairman; E. B. Stahlman, Nashville *Banner;* Urey Woodson, Owensboro *Messenger;* H. Galt Braxson, Kinston, N. C., *Free Press*, and E. K. Gaylord, Oklahoma City *Oklahoman*.

R. A. Lipscomb Joins Hazard Agency

Raymond A. Lipscomb has joined the Hazard Advertising Corporation, New York, as an account executive. He was formerly with Frank Kiernan & Company, and Johns-Manville, Inc., both of New York.

H. D. Bogart with Henry P. Boynton Agency

H. D. Bogart, formerly with The Powers-House Company, Cleveland advertising agency, has joined The Henry P. Boynton Advertising Agency, also of Cleveland, as production manager.

National Cash Register Reports Profit

The National Cash Register Company, Dayton, Ohio, reports a consolidated net profit of $3,167,580, after charges, for the six months ended June 30. This compares with $3,870,731 for the same period in 1925.

New Account for Cincinnati Agency

The Three Feathers Malt Extract Company, Cincinnati, has placed its advertising account with the M. L. Stadeker Advertising Agency, also of Cincinnati. Newspapers will be used.



Washington's Building Program Means Still Busier Times Ahead

There is a prospective development in Washington within the next decade—governmental and civic—calling for an expenditure of more than $270,000,000. Of this nearly $160,000,000 is in government projects, and more than $110,000,000 commercial, religious and civic building enterprises.

It is easy to visualize, with these figures in mind, what an expanding market Washington is, and will be, during the next few years. Already there are 800,000 people within the 25-mile shopping radius—a population greater than in any one of 15 entire states. Practically every desirable family in this market area is a regular subscriber to The Star—Evening and Sunday—being served directly by Star carriers to 85% of all homes.

Washington is a fertile field to cultivate—and with only ONE paper—The Star—required to cover it completely and influentially—it can be most economically done.

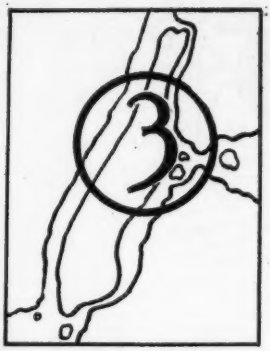
The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building



ONLY 3 of the 12 N.Y. morning or evening daily newspapers have as much circulation as the Daily Mirror.



—In the whole United States, only 9 of the 2,000 have as much.

The N. Y. Daily Mirror already has a circulation over 360,000, yet is only two years old.

In the Mirror, you *see* the action and people as you read about them. *Pictures* make the Mirror's pithy news intensely live and human.

N.Y. DAILY

Over


DAILY MIRROR
EXTRA
FREAK GALE WHIPS NEW YORK
SIX BOYS HURT IN EXPLOSION
B-R-R BUT ITS HOT!
GEE! IT'S UN-BEAR-ABLY HOT!
"BABOON" DUPE
HOTEL HONEYMOONERS SAIL
MIRROR
360,000

Electrical Refrigeration . . .

HERE'S an industry that's stepping ahead with the speed of "Seven League Boots", showing through its advertising-aggressiveness that anything under the sun can be sold if the buyer is properly told about it.

Here in Detroit the electrical refrigeration industry has centered practically all of its advertising-selling efforts in The Detroit Free Press.

The four largest users of space at the present time used 27,734 lines of space in The Free Press during the first six months of 1926, and 9,240 lines in the second medium.

The Detroit Free Press can effectively sell for any advertiser any good merchandise, providing the advertising copy doesn't have locomotor ataxia.



The Detroit Free Press

VERREE & CONKLIN, Inc.
National Representatives

New York Chicago Detroit
San Francisco

The Time to Get Credit Information Is on the Spot

Common-Sense Reasons Why Salesmen Should Be Given the Job Frequently Left to the Credit Manager

By Hiram Blauvelt

Vice-President, Comfort Coal-Lumber Co., Inc.

THERE seem to be two opinions as to just how much salesmen should have to do with the credit department. Some think that salesmen should have nothing whatsoever to do with collections and credit; others think that this comes just as much within the scope of salesmen as actual selling, and is just as important. It would almost seem that, although the former is still widespread and traditional, the latter is the more modern and desirable course.

To begin with, the salesman has an erroneous idea in thinking that as soon as he has forwarded the signed order to his house the sale has been made. A transaction is not a sale until the goods have been delivered and the money paid for them. In fact, it runs very good chances of being a loss until the money is actually collected.

Many of the best salesmen in the past have had notoriously bad credit judgment, with the resultant feud perpetually waged between the sales and the credit department. It is hard for a man with the sales complex to gather unbiased credit information or collect an old bill. Many salesmen have what is known as credit fear. They are afraid that a few questions to the customer about his credit rating or about his old account will lose sales. As a matter of fact, the quickest way to spoil a good customer is to have him sense that you are afraid of losing him. He will get very particular, finicky, ask for all sorts of special service, discounts, and will never be satisfied. He is sure to be lost in the end. It never pays to be afraid of losing a customer, if you cannot sell him on a sound, business basis.

In our own company, we had a yard manager with the sales complex and credit fear. Talk as I might, I simply could not get him to tighten up on his credit. It was not because he did not know good or bad risks, but he was afraid of losing customers and losing sales. This went on for several years, until I had the bright idea which follows:

"No man that owes you money is your friend," I said to him. "He feels guilty every time he sees you on the street. Every time he sees your advertisement he thinks about his unpaid bill. He is your hardest knocker. I'll bet the fellows you've granted the longest credit and easy terms aren't even buying from you any more."

At this challenge he took the profit and loss sheets and a list of very old accounts and went over them one by one, analyzing each account. In almost every case these people were no longer buying goods from us, but were actually going to our competitor and paying cash, while we held the bag. The manager immediately saw the other side of the story, which very few salesmen realize—you cannot sell a man who owes you money; allowing a man to get heavily in your debt without frequent, if small, payments, loses his business and makes an enemy of him.

The salesman is really the proper person to collect credit data, both on new and standing accounts. Small merchants in suburban, country and outlying towns take fright at printed forms and statements to be filled in. They immediately go on their guard and become suspicious. It is impossible for a credit manager from 200 to 2,000 miles away to collect intelligent and worth-while information about this man's credit. Small tradesmen don't have a rating to amount to anything in the commercial credit agencies; besides

their conditions change rapidly in between printings. Again, 98 per cent of the credit risks depend on correctly reading your man. You can tell by the way he looks at you over the counter, talks, acts, and every part of his personality, whether he is honest, hard working, intelligent, able. In fact, credit rating of the small merchant can only be done by sizing up your man. Even the largest banks will frankly state that they loan more upon the man and his character than upon any property he may possess. In this way, a salesman may read his merchant like a poker player, and this report is worth more than a garbled statement oftentimes.

Again, the salesman can tell much from the arrangement of the store, the character and bearing of the clerks, the arrangement of the stock, together with the quantity and quality of it, the way people come in and out of the store. It is very easy, almost upon walking into a store, to tell whether or not the place is making money. Those which are have an unmistakable air of prosperity and cheerfulness which those losing money decidedly lack. The salesmen can, by a few tactful questions, get valuable credit information, not only out of the merchants themselves, without arousing their suspicion, but out of other people in the town—the town bank, not to speak of the town loafer and the town gossips, who undoubtedly know just what income the storekeeper is taking out every year, almost to the cent.

In our own business, I have found that when our salesmen do not get the information, it is almost impossible for a credit manager to get it later. The time to get credit information is on the spot, and it should be included as part of the terms of sale. A man will tell things then, while later he will freeze up entirely.

COLLECTIONS AS A STEP TO FURTHER SALES

I know of a lumber salesman who investigates all his accounts thoroughly himself, and will not sell a man more lumber than he can conveniently pay for within a stated period. He does not overload his customers with stock or worry them because they owe his firm large bills. He keeps his customers' accounts down, knowing that they are an important source of sales resistance, and keeps his customers paying promptly, even though they may be good for considerable extensions of credit. It keeps them happier and more contented with his firm. Also the effect is good, if a salesman can walk into an office and say:

"I'm here to collect that old bill, Harry, because I want to sell you some more stock."

This takes the sting out of the collecting, and the fact that the house wants to keep on selling the account makes the merchant feel very good about it.

Furthermore, lots more can be spoken with very much less chance of misinterpretation than can be written. Wherever it is possible, we like to send salesmen to collect if we know that a certain account is going to be ticklish. The chances of losing a customer are very much less than if we wrote a collection letter.

I know of one sales manager who has taken unto himself the duties of a credit manager also, because of the extremely close effects which credit and collections have upon his sales. There are times when he gets his sales force together and says:

"Boys, no more selling until we get some money in. Our accounts receivable are way up. Let's go out and get some money."

He said he tried collectors and a credit department entirely divorced from his salesmen, but it was unsuccessful. Customers resented another person calling on them for money, where they did not resent the salesmen who originally sold them calling back. "Collectors" seemed to rub them the wrong way, so that he was losing accounts and good-will right and left.

The trouble with some credit departments and collectors is lack of sales instinct. They often do not realize that a bill is not profitably collected unless the man's business

We both benefit when you bring your type problems to Bundscho's. We get the thrill of doing a fine job and you get the extra attention value that beautiful typography lends to your advertising.

J. M. BUNDSCHO, Inc.
Advertising Typographers
58 E. WASHINGTON 10 E. PEARSON
CHICAGO

HERE TYPE CAN SERVE YOU

—if desirable, of course,—is retained, and the door left open for future sales. The ideal credit man is one who can get an old bill paid and sell a new order at the same time. In fact, just as salesmen can be accused of not having enough credit instinct, very often credit men are guilty of not having enough sales instinct. Sales, credit, and collection all go hand in hand, for they are one and the same thing, indivisible.

Of course, in large concerns, it is not possible to consolidate the work of the sales manager and the credit manager, but their desks ought to be side by side, and they ought to work hand in hand with each other all day long. The sales department should be gathering the credit information for the credit department, as no one else can except the one who is right on the spot along the firing line. The credit department, by acting on this information and directing the collection of accounts through the salesmen themselves, is paving the way for future and increased sales, which both departments will benefit by.

THE PENALTY PERCENTAGE

It is ridiculous to consider a sale "a sale" until the bill is paid. In the same way it is foolish for houses to pay commissions on sales totals without a penalty commission for profits and losses. I do not mean that a house should hold up commissions until the money has been actually collected, but at the end of the year a certain percentage should be charged against the salesman for all his accounts which have run into profit and loss. This is only fair. It is not fair for him to take an order, make no effort to ascertain intelligently or carefully as to the integrity of the account, and send it in for his commission without any interest whatever as to whether the credit department will ever be able to get the money for that account.

A commission, to be right, should work both ways. Such a penalty percentage, together with a sales and credit policy which maintains very close liaison between the sales and credit departments is undoubtedly the coming course for modern business. The old idea of a salesman doing selling and nothing else is antiquated, because today more and more business men realize that a transaction is not a sale until the money is in their company's bank account.

Pacific Coast Advertiser Uses "For Goodness Sake"

LAWRENCE WAREHOUSE COMPANY,
SAN FRANCISCO, July 21, 1926.

Editor of PRINTERS' INK:

Replying to your general request on page 109 of PRINTERS' INK of July 15, I would say that the slogan "For Goodness Sake, Use ——" has been used quite extensively on the Pacific Coast in connection, I believe, with the Sperry Flour Company's advertising.

LAWRENCE WAREHOUSE COMPANY.
ARTHUR W. VICKERY,
Advertising Manager.

R. B. G. Gardiner, New York Manager

Richard B. G. Gardiner has been appointed manager of the New York office of Scheerer, Inc., publishers' representative. He was formerly advertising manager of The Vick Chemical Company, Greensboro, N. C., and at one time was advertising and sales promotion manager of the Eaton, Crane & Pike Company, Pittsfield, Mass.

George Batten Transfers C. H. McDougall

Charles H. McDougall, who has been associated with the art department of the George Batten Company, Inc., for many years, has been transferred to Chicago where he has taken over the position of art director of the George Batten Corporation.

H. M. Legler Joins Bellamy-Neff Agency

Henry M. Legler, formerly with The Green, Fulton, Cunningham Company, Chicago advertising agency, has joined the New York office of the Bellamy-Neff Company, advertising agency.

Jewel Tea Sales Higher

The sales of the Jewel Tea Company, Chicago, totaled $6,769,300 during the first twenty-four weeks of 1926. This compares with $6,464,992 in the corresponding period of last year, an increase of 4.7 per cent.

Appoints Scheerer, Inc.

The Peru, Ill., *News-Herald* has appointed Scheerer, Inc., publishers' representative, as advertising representative at New York and Chicago.

FIRST!

IN ALBANY N.Y.

AND ABOVE ALL

The Times-Union.
Leads all Albany
Newspapers and published
4.183.258
lines of National and
Local Display Advertising
during the first six
months of 1926
A lead of 1299165 lines

Circulation well over
40,000
and growing every day

Albany Newspaper lineage is audited by
De Lisser Brothers
Accountants New York N.Y.

Representation
Verree & Conklin Inc.
New York, Chicago San Francisco

The Times-Union.

ALBANY'S LEADING NEWSPAPER
By every possible logical comparison

ADVERTISERS in The New Yorker have enjoyed this year a circulation 2½ times what they have paid for—and its circulation is still mounting.

The
NEW YORKER
25 West 45th Street, New York

THE volume of New York shop and department store advertising carried in The New Yorker is greater than any other two magazines combined.

The
NEW YORKER
25 West 45th Street, New York



WE don't advise the use of Economist Group advertising to bring a flood of direct orders—but a glove manufacturer told us that a single advertisement, an 8-page insert in full color, caused the sale of over $100,000 worth of his merchandise. He knows the POWER of the Economist Group. If *properly* advertised, any good line can be *profitably* advertised to department and dry goods stores.

(239 W. 39th St., N. Y., and principal cities)

"Millions for Thinking—Not One Cent for Piracy"

A Suggested Slogan for Advertising Men

By W. C. D'Arcy

President, D'Arcy Advertising Company, St. Louis

THERE was a great rallying to the old slogan, "Millions for defense—not one cent for tribute," back in the cradle days of our country. Some recent observations lead me to believe that the advertising business might well paraphrase the pre-Revolutionary cry and make it read: "Millions for thinking—not one darn cent for piracy."

The "piracy" in question is piracy of ideas, piracy of the fruits of the other fellow's thinking. Piracy is a strong word. It's not too strong in some instances, but we might substitute "borrowing" or "appropriation" just to avoid having these remarks construed as an alarmist's harangue.

I wouldn't expect any contradiction if I stated that "Keep That Schoolgirl Complexion" was definitely the property of Palmolive, or that Packard had a complete ownership claim to "Ask the Man Who Owns One." Coca-Cola has invested enough millions of dollars in "Delicious and Refreshing" to own it, and no one would dare appropriate "I'd Walk a Mile" without being sure that Camel wasn't looking. There is nothing unusual about the words that make up these slogans, but if a man has any earthly excuse for being in business he can see that the advertisers have definite property rights in those slogans.

It's the fellow who has the "me, too" mind, the mental sloth, who tries to "appropriate" these slogans. Sometimes he gives them just a slight twist or change as a sop to his diminutive conscience. Sometimes he doesn't even put forth that mental effort, but lifts them in their entirety. He's not a serious danger to advertising or to business generally. He annoys, to be sure, but his peculations usually boomerang. He is the sort of fellow, very often, who would find himself going over his books with the sheriff.

It's not obvious just what we ought to do about the fellows who won't think. But precedent, right in the annals of advertising itself, seems to me to point the way. An experience recently in my own business awakened memories of a very successful, interesting and instructive campaign. Let me give you the story chronologically.

The Annual White Roll Call needs no introduction to advertising men. It is the property of The White Company, one of our clients, and it is one of the most unusual advertisements published. It has been a subject of advertising discussion for ten years. It is unique in the truest sense of that often-misused word. It appears in one, two, three and four-page arrangements in national magazines, trade papers and city newspapers every spring. It is reprinted in posters and booklets and folders. It blankets the business world annually.

There is only one Roll Call. That is the White Roll Call, in which this manufacturer lays open the books of his business for the wide world to read—the names of his thousand best customers and the history of their purchases. Roll Call means White Trucks and White Busses. At the mention of White Trucks or White Busses you immediately think of Roll Call. (Let me say, lest I be criticized for sending myself flowers, that The White Company had made a national institution of the Roll Call before our company had the pleasure of handling the White business.)

Would other advertisers appropriate Roll Call? They would. They did. Tear sheet after tear sheet coming to my desk bore tes-

timony that they would appropriate it, even to the style of lettering and the type.

Here comes a small tire company with a list of users in a restricted locality. On the cover of the folder in big red letters appears Roll Call—even the letter style just as used by White. An oil-burner company comes out with a miniature Roll Call. A company making milling machinery features Roll Call in trade-journal space. A tobacco company heads a newspaper advertisement "Roll Call." A New England candy company names a candy package Roll Call. And so the testimony piled up. Letters to the advertisers in many cases brought replies that indicated to me that the advertisers in question were unconscious of wrongdoing. More often than not they professed sincere contrition and quit using Roll Call.

Only one case stands out where the advertiser attempted to justify his "appropriation." That was an automobile maker who came out in a periodical circulated within his own organization with a "Roll Call of 100,000 Mile Owners." No retailer, this fellow. While he was "swiping" Roll Call he would gather right along with it the other big, outstanding annual White advertisement, "Owners' Records of 100,000, 200,000, 300,000 Miles and More." Nor would he admit that he hadn't a perfect right to do it until national magazines sent back his copy with the suggestion that it be changed.

But the general run of the answers to our letters of mild protest reminded me forcibly of the situation that existed before the "Truth in Advertising" campaign. In those days, we took up the cudgels against the merchant and the manufacturer who definitely misrepresented his wares to the consuming public. And we found that the men we had looked upon as incurable "gyps" in many cases turned out to be pretty regular citizens, amenable to reason and readily guided into the proper channels by enlightenment.

Right there seemed to be the key — enlightenment. It seemed reasonable to suppose that if thousands of advertisers could be converted to Truth in Advertising by a process of enlightenment, the same sort of treatment might help cure the fellow who suffers from "acute appropriation." That thought led me to write this article.

Conceivably, "Honor in Advertising" might keynote as formidable a movement among advertising men as "Truth in Advertising" did among the merchants. I don't think the present malady has any of the seriousness which "Truth in Advertising" had to combat. Advertising as a profession and a business has come a long, long way and cleared too many hurdles to be tripped by a crack in the sidewalk. It isn't like the days before modern billposting when, after a night of sniping, the sun peered through the fog at a prominent location and found four or five thicknesses of posters all pasted up one upon the other. The only one visible would be the one put up by the fellow who came along closest to dawn.

Many an automobile manufacturer, within our memories, has fallen by the wayside because his product was not right. But the automobile industry has not suffered because of it in any permanent way. At the time it was an annoyance. But the industry went right along. The individual who didn't follow the rules was the sufferer—and his grave was just as deep whether he erred through ignorance or trickery or laziness.

Advertising goes right along, too. The fellow who will not think, the "appropriator" of the other man's thinking, the exponent of lawful larceny and brain borrowing will be a temporary annoyance, of course. But fresh graves are being made for such as these daily.

Those who can be made to see the light may be worth saving.

E. B. Brooks Joins Muncie Engraver

E. Bartlett Brooks has been placed in charge of sales and service of the Delaware Engraving Company, Muncie, Ind. He was formerly with the Indiana Manufacturing & Electric Company, Marion, Ind., where he was in charge of advertising and assistant to the sales manager.

Perfunctory contacts between account executives of McJunkin Advertising Company and the clients whose interests they represent within this agency are unknown. Almost every contact is enlivened by a trained organization faculty for unremitting study of the development possibilities of each account.

McJUNKIN ADVERTISING COMPANY
DOMINANT IDEA ADVERTISING
5 SOUTH WABASH AVENUE, CHICAGO

The Value of a File of "Printers' Ink"

CEREAL SOAPS COMPANY, INC.
NEW YORK

Editor of PRINTERS' INK:

We thank you for the list of articles on sampling, but we should be glad to have you let us know how these can be obtained. Do we need to buy the issues in which the articles appear?

CEREAL SOAPS COMPANY, INC.
J. F. BALOG,
Treasurer.

THE predicament that the above company is in is not at all uncommon. Many readers of the PRINTERS' INK Publications have not acquired the habit of saving their copies for reference purposes. When a subscriber has on file, at his office or home, back copies of PRINTERS' INK and PRINTERS' INK MONTHLY he finds that he can make use of them very frequently.

Unbroken files of PRINTERS' INK Publications have proved so useful to many of our readers that their maintenance has come to be looked upon as one of the routine essentials of their work. Bound volume files are maintained by most of the leading agencies for reference purposes. Many manufacturers are also maintaining bound volume files for reference purposes.

One prominent business executive has made the statement that "Half of the worth of any information is in its immediate accessibility." Information contained in articles that appear in PRINTERS' INK and PRINTERS' INK MONTHLY may not always be of current use, but if the copies are kept the information can be found when needed.

The complete cross reference index to articles that have appeared in the PRINTERS' INK Publications permits of the prompt preparation for subscribers of lists of articles on any sales, advertising and merchandising topic. These reports may then be used in conjunction with reference copies, which then serve as an encyclopaedia on business.

Public libraries in most of the key cities have the PRINTERS' INK Publications on file for reference purposes. John Cotton Dana, librarian of the Business Branch of the Newark Public Library, Newark, N. J., recently wrote PRINTERS' INK: "We have a complete file of PRINTERS' INK from 1910 and of PRINTERS' INK MONTHLY from 1919. They are used probably more than any other reference periodical except the *Commercial and Financial Chronicle* which is used for the record of the prices of stocks." —[*Ed.* PRINTERS' INK.

Trade-Paper Copy Tells of Summer Selling Points

If dealers are inclined to believe that there is to be a heavy let-up in the sale of Daggett & Ramsdell products, this thought should fade away as a result of this advertiser's trade-paper copy. A recent advertisement features the summer selling points for Perfect products and advises dealers not to let their stocks get low just because it is summer.

Summer brings sunburn, the dealer is told, and this is a stimulant for Perfect cold cream sales, while Perfect Vanishing Cream should be recommended to customers as a help in making powder stick when summer brings out the shine on one's nose. Instead of stopping sales, the dealer also learns that he can put the hot weather to work by bringing the tube packages of these products to the attention of tourists and vacationists.

Coon Shoes Advertised to Consumers and Trade

The W. B. Coon Company, Rochester, N. Y., manufacturer of women's special measurement shoes, has started an advertising campaign to consumers and retailers, using magazines and shoe trade publications. Hughes, Wolff & Company, Rochester advertising agency, are directing this account.

L. L. Johnston with Los Angeles Agency

L. L. Johnston, formerly with the New Orleans *Item-Tribune*, has joined The Dan B. Miner Company, Los Angeles advertising agency, as an account executive.

Advance in Duz Sales

Sales of $540,214 are reported by the Duz Company, Inc., New York, manufacturer of Duz washing compound, for the second quarter of 1926. This compares with sales of $419,867 for the preceding quarter.



Sealed with the Amerseal Cap

Ammonia Is Sealed with the Amerseal Cap

Not only do important manufacturers of ammonia protect the efficiency of their product by using the Amerseal Cap, the perfect seal-and-reseal, but they protect the consumer, as well. The pungent odor of escaping ammonia fumes is none too pleasant, to say the least. Only a seal that is absolutely air-tight and secure, no matter how many times it is removed and replaced, should be used for ammonia.

The scientific mechanical construction of the Amerseal makes a positively air-tight closure—quickly applied; a safe and secure seal—readily and quickly removed. There is sufficient flexibility in the cap to offset variations in glass and liners. The equally spaced lugs engage corresponding and slightly inclined threads on the container making a positively secure, air-tight, leak-proof, scientifically fitted closure. It has a rolled edge which cannot cut the fingers.

The majority of Amerseals are lithographed or enamel sprayed. Their users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner, or of having a beautifully tinted seal as the closure for their container. *The Amerseal Cap displays, sells and secures.*

Amerseal *Your* Product
A Better "Seal-and-Reseal" Is Not Possible

AMERICAN METAL CAP COMPANY
Brooklyn New York
Branches in the following cities: Chicago, Cleveland, Detroit, St. Louis, Los Angeles, San Francisco, Portland, Seattle, Louisville

MAGAZINE BRINGS

THE AMERICAN REVIEW OF REVIEWS

CHAMBER OF COMMERCE

PENSACOLA, FLORIDA

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J. B. MORROW, ASSISTANT TO PRESIDENT — M. I. SEABURG, SECRETARY — P. W. REED, TRAFFIC MANAGER

Address all Communications to the Chamber of Commerce

July 6, 1926

Mr. W. L. Glenzing,
Review of Reviews,
55 Fifth Ave.,
New York, N. Y.

Dear Mr. Glenzing:

It is a pleasure to attest to the value of the Review of Reviews as an advertising medium.

We used your November 1925 issue. Copy was rather hastily written by us; the advertisement carried no illustration, being merely an honest statement of facts.

We were more than agreeably surprised at the returns from this advertising and although it was only one time copy, we are still getting inquiries.

We can unhesitatingly say that we consider we received the fullest value from the money expended with you.

Very sincerely yours,

J. B. Morrow

ASS'T TO PRESIDENT.

JBM:HR

THE REVIEW OF REVIEWS
55 Fifth Avenue, New York

THE REVIEW OF REVIEWS THAT

TWO OF THE

E ADVERTISING S RESULTS

The Golden Book Magazine

HAWAII TOURIST BUR
Representing Honolulu, Hilo, Maui and Kauai Chambers of Co
848 FORT-STREET, HONOLULU, HAWAII, U. S. A.
Cable and Radio Address—"Promotion"

1704 OFFICIAL PUBLICITY AND INFORMATION SERVICE FOR ALL THE HAWAIIAN ISLANDS

July 1, 1926

Mr. Edward F. Healey
Advertising Manager
Golden Book Magazine
New York City, New York

Dear Mr. Healey:

Your request for some data on GOLDEN BOOK arrived opportunely. The same steamer brought the first travelers we could definitely attribute to our 'ads' in that magazine. Of course we can't judge any periodical by arrivals alone. Most of our visitors are influenced by our 'ads' to call on their nearest travel agent for bookings, and hence never correspond with us. You can be sure, however, that if we were unable to trace any direct business to a magazine it would soon be dropped.

Last year we advertised in eighteen national magazines, and we find that GOLDEN BOOK stood eighth in costs per inquiry. This is a good showing for we had been using that media for only a few months, and it was not therefore, benefitting from accumulated advertising. It is common for us to receive inquiries from 'ads' which appeared two or three years ago!

GOLDEN BOOK has delivered--first, in comparatively low cost per inquiry, and second, in actual arrivals. This may not be a very glowing testimonial, but it's good enough to insure GOLDEN BOOK a place near the top of our top-notchers.

A L O H A !

HAWAII TOURIST BUREAU

George P. Armitage
Executive Secretary

SEE HAWAII IN AUTUMN GTA/MYB

...SURELY no other time is more delightful in Hawaii than fall. There are long, cool, sunshiny days for motoring and golf, clear, crisp nights for rest and comfort; County and Provincial fairs come then, too. There are lazy, cool, sunshiny days for motoring and golf, clear, crisp nights for rest and comfort; County and Provincial fairs come then, too, and other polo matches, yachts regattas and entertaining events. Football prevails as elsewhere in the United States, and Hawaii National Park, Oahu Zoo's volcanic wonderland, is especially accessible and interesting on travel home-bound cruises.

FOR ADDITIONAL LITERATURE COMMUNICATE WITH OUR NEAREST REPRESENTATIVE AS FOLLOWS

AUSTRALIA
G. P. O. Box 795
Sydney, N. S. W.

NEW ZEALAND
G. P. O. Box 1467
Wellington, N. Z.

ORIENT
P. O. Box 706
Shanghai, China

...ILAND, CO. S.)
...Discovery Co.
...Denver, Colo.

...VIEWS CORP.
...ve... York City
...IE... THE GOLDEN BOOK
...H... UALITY GROUP

A Good Two-Paper Combination In a Good Two-Paper City



There are about 260,000 people in the greater city of Dallas. There are some two million (two-fifths of Texas' entire population) in the Dallas market area—Prosperity Zone.

The optional combination of The Dallas Morning News (week-days) and The Dallas Journal is the high-road into the homes of this market.

* * *

ANY advertising problem in this market can be solved with these two papers. Last month the daily average, both papers, exceeded 121,000. It is the maximum of effectiveness without extravagance.

The News and The Journal are sold and circulated independently of each other, so that duplication is no considerable factor.

* * *

Two first-grade newspapers. Their circulations are synonymous with popular buying-power. Their prestige is worth money to every advertiser. Their combination rate is the best available "buy."

Most two-paper advertisers schedule the News-Journal combination for Dallas. *One order, one billing, one set of plates, mats or copy.*

THE DALLAS MORNING NEWS
THE DALLAS JOURNAL

An Optional Combination

Either paper may be used by itself. The Sunday News is not sold in combination with The Journal.

Government Publications of Interest to Advertisers

Washington Bureau of PRINTERS' INK

THE marketing of boxed and barreled apples has been the subject of a special investigation by the Department of Agriculture, and recently has resulted in the publication of two reports. The first is department bulletin No. 1415, on "Marketing Western Boxed Apples," and the other is bulletin No. 1416, entitled "Marketing Barreled Apples."

Both bulletins are unusual, and they may throw some light on the marketing of other food products, because they discuss the marketing facilities, methods and demand for apples in the leading cities of the country. Another unusual feature, and one that appears to have a bearing on the merchandising of other food products, is a discussion of the subject of market forecasting. In this, the Department of Agriculture has endeavored for some time to educate the farmers of the country, but very little has been published regarding methods and the application of statistical information. Now, however, the bulletin on barreled apples not only gives the sources of information which may be used in forecasting, but emphasizes useful indicators, suggests methods, and points out mistakes made in forecasting.

The reports show that the volume of boxed apples is increasing, while the demand for barreled apples is decreasing. Twenty-six farmers' business organizations contributed facts and information for the report on boxed apples. Nine of these associations have their own selling forces, and sixteen use selling agencies outside of their organizations. Of the twenty-six associations, sixteen reported that they advertise the products handled, and assessments for advertising vary from a half cent to four cents a box.

Copies of the bulletins may be secured from the Superintendent of Documents at 20 cents a copy.

* * *

Advertisers who are selling in the farm field will be interested in a brief preliminary report on the average expenditure for household furnishings and equipment by farm families, also issued recently by the Department of Agriculture. This report was compiled by the Bureaus of Agricultural Economics and Home Economics from information furnished by several State universities and agricultural colleges. It covers purchases during one year by 1,299 farm families of selected localities of Ohio, Kentucky, Missouri and Kansas, and follows previously issued preliminary reports on living conditions and family living in the same States.

In the 1,299 homes investigated, the report shows an average of 4.2 per family and 4.5 persons per household. Nine tables present the average expenditures per family in the States covered for household equipment, including brooms, vacuum cleaners, bedding, furniture, floor covering, household linen, musical instruments, kitchen utensils, washing machines, sewing machines, electrical appliances and other items. The report is in mimeographed form, and copies may be secured by addressing either of the bureaus mentioned.

* * *

The fact that in every one of the South American Republics the United States has made gains both in volume and percentage of trade, while the percentage of the trade of our competitors has fallen, lends value to two reports recently published by the Department of Commerce. Both are published under the title of "United States Trade with Latin America in 1925"; part one on Northern Latin America is trade information bulletin No. 418, and part two on Southern Latin America is bulletin No. 420.

These reports show in detail our trade with the various countries, listing all important exports and imports and giving statistical facts regarding all items for the years 1913-14, 1924 and 1925. They also contain a list of all of the publications of the Bureau on Latin

America, together with the addresses of the district and cooperative offices of the bureau.

* * *

"World Markets for Cutlery" (trade information bulletin No. 415), recently published by the Bureau of Foreign and Domestic Commerce, shows a remarkable growth of the foreign trade of the United States in cutlery. In 1922 and 1923, exports of this class of goods averaged $4,700,000 annually. In 1924 the volume had increased to $9,250 000, and in 1925 the total reached $13,100,000.

As pointed out by the report, it follows that many manufacturers of cutlery in the United States are more than ever interested in locating foreign markets which are capable of expansion, and information concerning competition from other prominent cutlery producers serves as a guide to campaigns for increasing foreign sales. Besides a great deal of statistical information, covering all of the important countries of the world, information is included concerning marketing conditions and other factors.

While advertising is not treated specifically, a number of opportunities for effective advertising campaigns are indicated. For instance, the report states that about two-thirds of all the razors sold in Brazil are of the old-fashioned type, those most preferred coming from Sweden. "The Swedish article," it is stated, "has such an excellent reputation for quality that purchasers are willing to pay twice as much for it as for others less known but of equal quality."

* * *

"Sources of Foreign Credit Information" (trade information bulletin No. 292), was first published in 1924, and is now revised and reissued with much additional material. The object of the bulletin is to furnish a ready reference of the principal sources of foreign credit information which exist in the markets of the world, and to make known the cost and availability of such data.

After giving a brief summary of factors which should be considered in the study of credit reports from foreign sources and in the digesting of credit information on foreign risks, the report lists and describes, under the headings of the various countries, publications, banks and mercantile agencies which furnish dependable credit data.

* * *

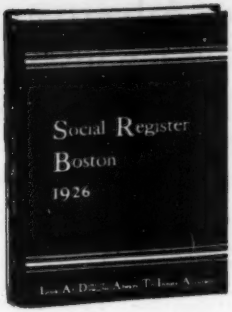
A special report on Switzerland (trade information bulletin No. 421), published last month by the Bureau of Foreign and Domestic Commerce, not only gives a great deal of valuable information regarding the resources, industries and trade of that country, but also discusses advertising. It states that the methods used in securing paid publicity for merchandise in Switzerland are substantially the same as those familiar in the United States, and continues:

"Though the Swiss public is characteristically conservative, there is no prejudice against goods widely advertised. On the other hand, attractive and artistic displays make a stronger appeal than is made by extravagant announcements and illustrations. Pictorial matter attractively presented is appreciated.

"Brief campaigns conducted on an extensive scale have yielded less satisfactory results than all-the-year-round advertising of a more moderate sort. The advantage of continuous presentation of the merits of goods to the public is so well established that even goods of which the sale is seasonal are often brought to the attention of the public throughout the year by means of less extensive advertising through the dull season."

The report mentions the advisability of adjusting the language of advertisements to that of the people of the Cantons in which the mediums have the greatest circulation.

As with all other trade information bulletins, copies of "Switzerland—Resources, Industries and Trade" may be secured at ten cents each by applying to the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C., or to any of the district offices of the bureau, or to the Superintendent of Documents, Government Printing Office, Washington, D. C.



This book lists the men of wealth and distinction in Boston

To the leading thousand of these men, selected by a comparison of their membership in exclusive clubs, we wrote simply "Do you read Judge?"

Two hundred and sixty-eight answered at once

56.4% read Judge

Nearly everyone added that his family *all* read Judge. One out of every three took the trouble to write at greater length how much and why they liked Judge.

Identical tests of the Social Registers of New York, Chicago, Philadelphia and Detroit show that 59% of the leading families in these cities now read Judge.

Has your article the qualities for this kind of an audience?

Judge

Management of

E. R. Crowe & Company, Inc.

New York Established 1922 Chicago

Radio as an Advertising Medium on the Pacific Coast

A Statement on Experiences of a Number of Businesses in the Use of Broadcasting as an Advertising Medium

By Willis Brindley

Assistant Vice-President, Washington Mutual Savings Bank, Seattle, Wash.

[EDITORIAL NOTE: Mr. Brindley set out to find if there is advertising value in radio broadcasting for banks. He rendered a report to a meeting of financial advertisers at the recent convention of the Pacific Coast Advertising Clubs Association at San Francisco.

He made two distinct studies: One was concerned with the use of broadcasting by banks in all parts of the country. The other with the use made of broadcasting by commercial concerns in Seattle. In both studies specific experiences are cited. The statements quoted in the portion of Mr. Brindley's report given below deal with experiences of Pacific Coast advertisers. Mr. Brindley's conclusions in the general subject of broadcasting as an advertising medium also are given.

The significance of his study lies in the fact that the Pacific Coast has had to develop broadcasting without aid from the East, where most of the national advertisers who have endeavored to use radio as a broadcasting medium are located. Differences in time seem to have made it impossible for national advertisers to effect a hook-up that would include Pacific Coast broadcasting stations.]

THE radio people have been busy turning out a product. It was a product whereby distant sounds could be brought to the owner of the apparatus they sold. Suppose there were no sounds sent out upon the air—well, the radio people haven't bothered to think about that yet. There have been plenty of performers so far, thanks to advertising. They haven't yet begun to worry—perhaps they will never have to worry. There never was anything like it before, but then, there never was a radio before.

The automobile people made cars ahead of roads, and the public came to the rescue by voluntarily taxing automobiles and gasoline and thereby furnishing the funds with which good roads have been built all over the country. So far a generous business public, lured by the rainbow pot of advertising gold, have very cheerfully taken off the hands of the radio manufacturers the problem of what to send over the air. It is just possible that the time will come, however, when the public will no longer be interested in a washing machine quartet, a chewing gum soprano and a clothes wringer fiddler, and when that time comes, the radio people may or may not see a great light. It may occur to them that by charging the public a dollar a set for entertainment, throwing this money into a pot and buying with it the services of real, talented performers, they can indirectly make the public pay the toll and furnish entertainment really worth while.

Right now, however, radio advertising is with us. It cannot be denied in the way the old woman denied the existence of the hippopotamus. There is such an animal. What about it?

We all know that reliable information on any specific phase of advertising is best obtained from those who are in position to talk with authority. With this in mind, I have engaged during the past few weeks in a considerable correspondence, with a view to discovering some nubbins of truth, and I have also made a local investigation by interview with practical radio advertisers.

In my Seattle investigation, I found a variety of opinion, and most advertisers who have tried radio broadcasting have credited satisfactory results. One of our most persistent local radio advertisers is the Puget Sound Savings & Loan Association, which is spending around $9,000 a year for three concerts a week, put on by a local orchestra of unusual excellence. The announcer in the course of these concerts credits them to the "Puget Sound Savings

K N O W N M E R I T



COLONEL EDWARD M. HOUSE

International Affairs



Advertisers wit



Vacuum Oil Company
Gargoyle Mobiloil
Gargoyle Lubricating
for Plant Machine
Gargoyle Marine Oil

Walter M. Lowney C
Lowney's Chocolates

Seaboard National Ban

Procter & Gamble
Crisco
Ivory Soap
Ivory Soap Flakes
Chipso
P & G—The White
Naphtha Soap

Lehigh Portland Ceme

THE BLACKMAN

120 West 42nd Street,

hom we work



Manufacturing Company
ing Silverware

ational City Co.
tment Securities

cker Mfg. Co., Inc.
ir's Tar Soap
ir's Liquid Shampoo
ir's Charm

Gypsum Company
an Plaster Wall Board

nley Works
–Hardware

Bond, Inc.
time Cigars

COMPANY—Advertising

New York

MAGAZINE
NEWSPAPER
OUTDOOR
STREET CAR

& Loan Association Concert Orchestra, under the direction of Henry Damski."

E. W. Campbell, vice-president of the Puget Sound Savings & Loan Association, told me that it had found the advertising very effective indeed, and that evidence of this was shown in the growth of the business of the institution. He said that it had repeatedly found direct results in that depositors came in and opened accounts, and mentioned having heard of the association over the radio. He said also that the association had opened a number of out-of-town accounts with the same source. This association has occasionally put on talks, as, for example, talks on gardening and on home decoration. The man who made the home decoration talk was a local interior decorator, and he received a call next day from a woman in Everett, and upon following this up, got a $12,000 interior decorating job. A few days ago an Alaskan came into our bank and opened an account with $500, and told our new accounts man that he was giving the Puget Sound Savings & Loan Association a similar amount because he had enjoyed the programs which he had heard from his home in Alaska.

The views of Mr. Campbell are entitled to consideration. He has spent his money—he ought to know. I think myself, and others agree with me, that the radio advertising of the Puget Sound Savings & Loan Association, for which good money is paid, has done more to advertise the leader, Henry Damski, whom the association paid to perform, than the savings institution itself. This reflex advertising is a common phenomena. If John McCormack sang for the First National Bank, how many would consider that they were listening to the First National Bank, and gratefully reward the entertainment with their banking patronage? Think it over. The Puget Sound Savings & Loan Association continues to advertise via the radio—but it is back in newspapers with good-size space.

John W. Monette, of the Monette Hardware Company, has been giving a series of talks on fishing —where to go fishing and all that sort of thing. These talks are for fifteen minutes only, he makes them himself and the cost is only $8 for each aerial appearance, which means $8 a week. Mr. Monette is an enthusiastic fisherman and says that fishermen listen to his talks and come in and buy tackle. As for the great mass of the general public who are not interested in fishing, Mr. Monette says that they may listen or not, as they please, and he doesn't care, but the fishermen do listen and do buy tackle from his store.

E. P. Kelly, secretary of the Hopper-Kelly Company, dealer in radios and musical instruments, has been broadcasting for a long time. He spends about $175 a month in putting on concerts, and about $1,200 a month in newspaper advertising. He traces some results, but if he were not in the radio business and if it were not for the fact that he cannot stop now without letting the public think that his store is losing ground, he would not advertise via the radio. Mr. Kelly told me that amazing results had been obtained from two contests in which a contest for a radio set was conducted. Naturally, I thought that such a scheme must have developed an enormous and profitable prospect list, but this proved not to be the case. No systematic follow-up of the names was attempted, but Mr. Kelly thinks he got a big money's worth in persuading a total of 28,000 people to communicate with his institution in return for prizes that cost him $300. Here is another idea: Is radio advertising susceptible to follow-up? I don't know.

The Poole Electric Company in Seattle featured for several months the Eureka quartet, the name Eureka being, of course, the name of the vacuum cleaner which was advertised. Mr. Poole told me that the advertising cost about $100 a week for a concert lasting one and one half hours. It was very effective in establishing a

connection in the minds of the public between the Poole Electric Company and the Eureka Vacuum Cleaner, but beyond that it did not seem to Mr. Poole to be worth while. Therefore, he has discontinued the service. He is not so much interested in making his institution famous as in selling vacuum cleaners, and the bitter fact remains that a cleaner must be sold by demonstration and argument that cannot be transmitted via the air.

In Seattle the Rhodes Brothers Department Store conducts a station. Carl B. Williams, advertising manager, says that the station has been a wonderful help to the store in establishing the store's name. The station itself has recently been getting enough advertising revenue from other broadcasters to pay expenses, but ran behind for a long time. He thinks the advertising has been very effective as a builder of good-will, and he told me that radio advertising conceivably might be used by department stores for offering specific bargains, provided this were done during the morning hours when women tuning in would do so for the sake of getting the store news rather than with the expectation of hearing a concert. The store felt out this idea a little by having a woman go around the store and pick out interesting items, and then tell the housewives about them. One day, for example, this woman discovered a sale of sheets, which were being offered at what she considered a very attractive price, and she mentioned them in her radio talk, and twenty-four sales of these sheets were traced that day to the talk. Mr. Williams is of the opinion, however, that such use of the radio is dangerous and likely to get the station into trouble, and his particular store has discontinued the use of its own station for such business.

Another department store, occupying a leading position in the Seattle retail field, is about to give up broadcasting. This is the Frederick & Nelson store. I talked with R. E. Morgan, sales and publicity director, a few months ago, at a time when he was just getting ready to start broadcasting. At that time he was quite enthusiastic, although he is by nature a cautious and experienced advertiser. He felt that the store could add to its already great prestige with the women by giving them informative talks with reference to fabrics, and on such live themes as home decoration, social entertainment, raising children, etc. Mr. Morgan told me recently that the store discovered in attempting such a program that its own store people, while expert in their particular lines, were not good performers before the "mike." The only alternative, therefore, was to bring across the continent men expert in various branches of merchandising and also experienced as speakers, or else abandon the project, and it decided to quit broadcasting because it did not want to go into the large expense which the other program would have entailed. This store considered also, purely as a good-will feature, high-grade musical entertainment. It felt that in this it could not take a second place, and that the only entertainment worthy of the store would be that furnished by a symphony orchestra, and the store did not want to take on the burden of the support of such an organization.

It seems to me, in conclusion, therefore, that the investigation which has been made discloses the following situation with reference to radio broadcasting as an advertising medium:

(1) Radio as an advertising medium is and always will be an outlaw. Newspapers and magazines carry advertisements which the reader may read or skip, as he chooses. The owner of a radio receiving set, however, must listen to what comes out of it or shut the thing off, or whirl the dials. He quite properly resents being compelled to listen to an eulogy of any business house or its product, and his present gratitude toward radio advertising, which is the basis of good-will, is due to

News in the Air . . .



. . . exposed to the news . . .

When the advertising schedules are made up for the turret lathe account, it is not shocking that the poultry gazettes receive no consideration.

Nor does it seem strange that the shrewd manufacturers of women's wear avoid the engineering journals.

Notions ' ' '

Advertisers (logical, hardheaded) have a notion that their wares sell best in markets where people are thinking their particular kind of thoughts.

Take the case of Publisher Condé Nast,* for instance. He plausibly asserts that his brand of magazine has a certain particular appeal for certain particular people.

About News ' ' '

TIME would say: "Publisher Nast deserves applause."

*Able proprietor of *Vogue, Vanity Fair, House and Garden.*

But let us then survey the boundless power of that *general* appeal exclusively present in the newsmagazine. There you find each reader willingly, eagerly exposed to all news. And there the news of your product, your service, your company—whatever its kind—finds the most fertile field.

TIME, the only newsmagazine, covers a field all its own—there's nothing quite like it.

* * *

Proven!

TIME readers distinguish between "news" and *news*. They read the papers daily, no doubt. They glance through the magazines. But for news significant in content, sprightly in style, they rely* upon TIME. And they prove their allegiance by paying $5 a year without any premium inducement.

* * *

Present advertisers who say, "We also used TIME when its circulation was less than 10,000" are not talking ancient history. That was only three years ago. Those utilizing today's 100,000 and more are barely skimming current history as the figure steadily mounts.

*Subscriber James R. Angell, New Haven, Conn.: ". . . digest of essential happenings week by week seem to me extraordinarily well done."

TIME

THE WEEKLY NEWSMAGAZINE

To Press Tuesday *To Readers Friday*

ADVERTISING MANAGER
ROBERT L. JOHNSON, 25 W. 45th St., New York

REPRESENTATIVES

New York Office—HOWARD J. BLACK, PAUL A. SYNNOTT
Western—HOWARD P. STONE, WILLIAM G. PHELPS, 38 S. Dearborn St., Chicago
Southern—F. J. DUSOSSOIT, 1502 Land Title Bldg., Philadelphia
New England—JOHN M. SWEENEY, JR., NEWLIN B. WILDES, RICHARD W. READ, 127 Federal St., Boston
Pacific—ROGER A. JOHNSTONE, Alexander Bldg., San Francisco

the fact that advertising broadcasting is the only kind of broadcasting that he knows.

(2) It has not been established that a radio audience listens to anything in the way of a speech, unless it happens that the speech is on some subject of momentary interest, or is made by a speaker of national prominence, or is on a subject in which the listener happens at the moment to be keenly interested, such as, for example, fishing during the fishing season.

(3) Radio entertainment by advertisers as a builder of good-will, in the absence of other entertainment, is of undoubted value, provided the entertainment offered is of such character as to earn the respect of the audience. A cheap, shoddy, jazzy entertainment is entirely inappropriate except perhaps for advertising a cheap, shoddy and jazzy business. The radio advertiser who employs professional entertainment is in serious danger of having his advertising appropriation go to build fame for the entertainers rather than for the house footing the bills.

(4) The radio is undoubtedly very effective indeed in putting over very brief information, such as the name of the sponsor of a program, or the name of a manufactured product. Beyond this it has at present no influence. It may establish the name of the Jones National Bank, but it cannot do anything to create in the minds of the public a belief that the Jones National is a good bank. It can tell the public that the Jones Bank is a national bank, but it cannot persuade the public that a national bank is any better than a State bank or a private bank. In this connection, of course, we must appreciate that mere repetition and reiteration has sound advertising value, but naturally this applies in smaller degree to a well-established and well-known institution than to a new and comparatively unknown institution.

Burton E. Goodloe, formerly with the service department of the Butterick Publications in Chicago, has joined the staff of Philip J. Meany, Los Angeles advertising agent, as a copy writer.

G. T. Thompson Joins George A. McDevitt Staff

George T. Thompson, who had been with the former Philadelphia *North American*, became associated with the George A. McDevitt Company, publishers' representative, New York, on August 1. He was for fifteen years manager of the automobile department of the *North American* and is to assume entire direction of the national automobile advertising of the papers represented by the George A. McDevitt Company.

Harry J. Walsh also has joined the company. For the last two years he has been with the national advertising department of the New York *Daily News*.

Colin Campbell to Manage Flint Motor Company

Colin Campbell, vice-president in charge of the Star division of Durant Motors, Inc., New York, has, in addition, been placed in charge of sales and manufacturing of the Flint Motor Company, another Durant division. The Flint company has disposed of its plant at Flint, Mich., and production of the Flint car will start in September at its new plant at Elizabeth, N. J.

P. N. Corset Account to Hommann, Tarcher & Cornell

I. Newman & Sons, Inc., New York, manufacturer of P. N. Practical Front Corsets, has appointed Hommann, Tarcher & Cornell, Inc., also of New York, to direct its advertising.

Women's publications, newspapers and trade papers will be used.

Elevator Account for Minneapolis Agency

The advertising account of Gust Lagerquist & Sons, Minneapolis, elevator manufacturers, has been placed with the Kraff Advertising Agency, of that city. An advertising campaign, using business papers, direct mail and newspapers, is being planned.

Fleischmann Sales Larger

The net sales of The Fleischmann Company, New York, yeast, amounted to $30,929,008 during the first half of 1926. This compares with sales of $26,061,514 for the corresponding period last year. Net income for the half year of 1926 was $8,737,966, against $6,088,162 for the first half of 1925.

Death of Robert Greig

Robert Greig, president of the National Service Bureau, New York, bank advertising, died at Forest Hills, N. Y., on August 1, at the age of fifty-eight. He was a former vice-president of the Bankers' Service Corporation, New York.

Seek Out the Hidden Things That May Push Sales

There's Many a Drag That May Be Shaken Off, Thus Making the Whole Machine Function More Freely

By A. H. Deute

General Sales Manager, The Borden Company

A MAN buys a certain make of automobile. His great aim in life, at least for the first few weeks of his ownership, is to corner his friends and bring the conversation around to automobiles and tell them that he bought this or that make of car.

And then the conversation grows warm and often excited. "What made you buy that car? Nothing to it. Won't stand up. You'll be sorry you didn't buy a real car."

"Huh, is that so? Is that so? That just shows what you don't know about cars. Now, I drove cars before you were born and I'm here to tell you that there isn't a car on the market can touch this one for all-around value. Now, just let me set you right on a few things."—And away he goes on a bit of enthusiastic salesmanship which wins many a man over to that make of car.

So far as that make of automobile is concerned, it was cashing in on what a leading Philadelphia publisher calls "unrequited salesmanship."

That was a positive example of unrequited salesmanship. But there are many negative examples, as well. Here is the other side of it: "I'm thinking of buying me a car. What do you think of that make?"

"Really, I don't know. Never owned one. But before I bought one of that kind, I'd talk to Jones. You know Jones. He's a pretty shrewd business man and he's got the money to buy any make he fancies. He had one of them last year but he got rid of it. He told me that inside of ten thousand miles it developed a lot of trouble. Better see him before you put any money into that make."

And then, if for some reason or other Jones found that make of car not to his liking, and since he has the money which lets him buy a new car as often as he sees fit, the prospective buyer is changed over to another make.

If the sales department and the advertising department have to overcome many obstacles of this kind it is no wonder that things fail to go smoothly.

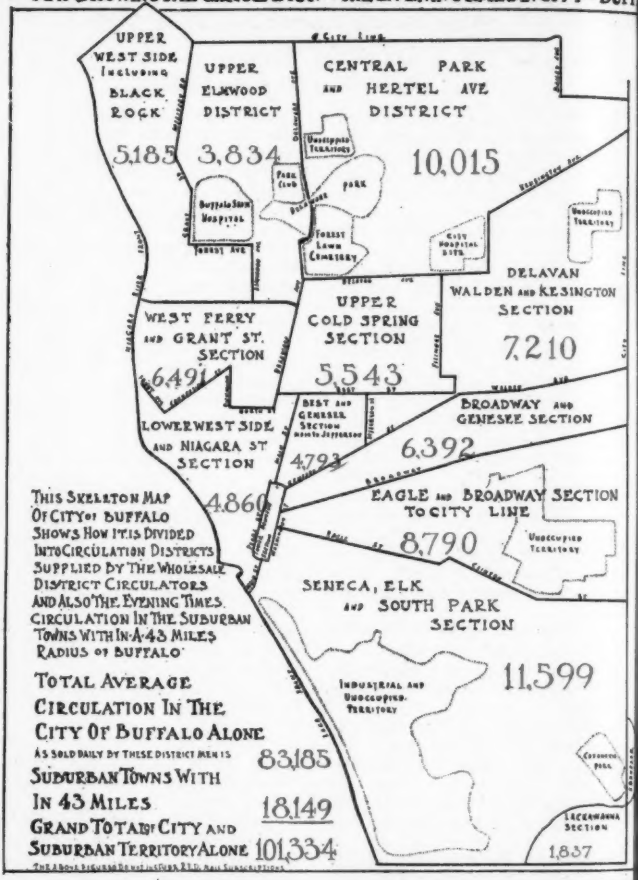
It doesn't happen only with the consumer phase of buying and selling. A salesman working for a coffee concern was making his regular trade. He had a friend who had for several years been with a biscuit manufacturer in another State. This friend was dropped from his job. He wrote the coffee salesman all about it.

The coffee salesman, as is customary among salesmen, took it greatly to heart that his friend had had what seemed to be a "raw deal." He "sold the idea" as he went along. Also, being a good and imaginative salesman, with enthusiasm, he dressed up his sales talk and improved upon it as he went along.

BACK-BITING

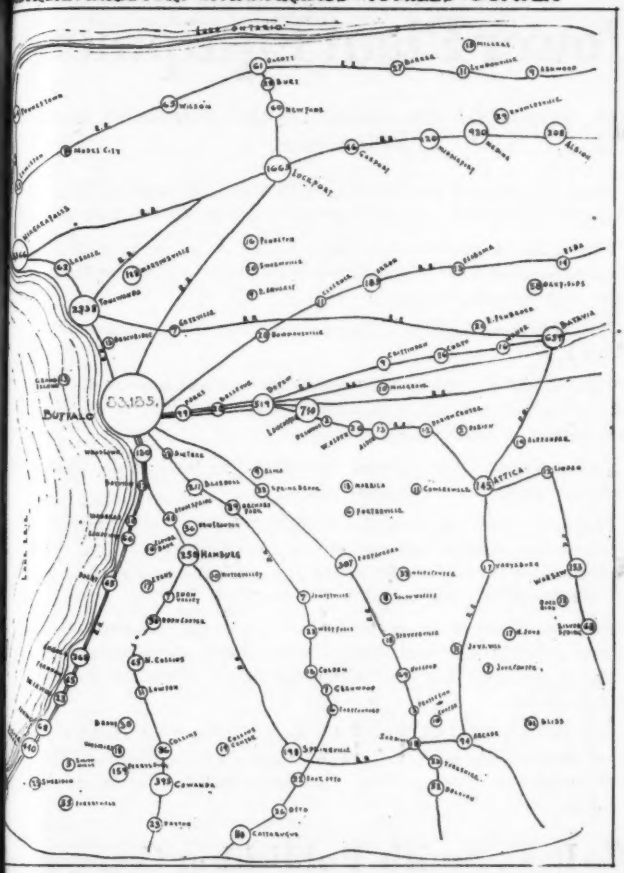
He would be winding up his business with a retailer and would note a display of biscuits on the counter or shelf. "Oh, I see you're carrying that line. Well, let me tell you, if you knew that lay-out as I know them, you'd not give them room in your dog house. I'm not working for them—never worked for them in my life—never sold crackers in my life—and hope to tell you I never want to. You haven't any idea what an aggregation that outfit is. The reason their business is falling off is just because so many people are sick and tired of how they do busi-

MAP SHOWING THE CIRCULATION OF THE EVENING TIMES IN CITY OF BUFF



AVERAGE TOTAL CIRCULATION OF THE BUFFALO EVENING TI
AVERAGE TOTAL CIRCULATION OF THE BUFFALO SUNDAY TIM

BURBAN TERRITORY WITH IN A RADIUS OF 43 MILES OF BUFFALO



Y. SUBURBAN AND COUNTRY OVER 115,000 COPIES DAILY
SUBURBAN AND COUNTRY OVER 135,000 COPIES EVERY SUNDAY

If You Make or Sell Power Plant Equipment

You should be interested in the following market information:—

From August 1924 to December 1925 SOUTHERN POWER JOURNAL carried editorial description of seven new power and light stations.

During the intervening seventeen months, six of those seven plants have found it necessary to install additional units to meet the increasing power requirements of their localities.

The additional equipment installed in those six plants provides for 140,000 k.w.

This reflects the steady development of southern power-using industries and which makes the Southern market an attractive one to any manufacturer of power plant equipment.

Similar activities are reflected throughout the territory by industrial plants operating their own power plants.

Just a few years ago, pulverized fuel systems were being installed in a more or less experimental way by a few large central stations. Today, in an Alabama town of 12,000, where they are building a new ice plant, they are installing a pulverized fuel system.

Even in the small, or moderate-sized towns, the industrial South is keeping right up with engineering developments, and manufacturers of the latest and most improved equipment find a responsive market for their products.

SOUTHERN POWER JOURNAL gives you the most effective coverage of the Southern field, and a direct contact with the buyers of power plant equipment for this section. Circulation 20,000. Member of A.B.P. and A.B.C.

W. R. C. Smith Publishing Company

Atlanta, Ga.

Publishers of

SOUTHERN POWER JOURNAL COTTON ELECTRICAL SOUTH
SOUTHERN HARDWARE SOUTHERN AUTOMOTIVE DEALER

ness." And on and on and on.

It works out the other way, too. A youngster was starting out on his first road job. He knew two or three salesmen selling other lines in the same territory. He looked them up and told them of his new job. "Put in a plug for me, will you?" he asked. "It will do me a lot of good with the trade when I follow you around."

There is nothing which a good salesman enjoys more than puting in a good word for a non-competing friend. Consequently many a good word was dropped through the various towns and when the youngster came along, the path had been smoothed materially. "Give the boy a chance, won't you? I'll surely appreciate it if you will. Even if it's only a little order—it means a lot to a young fellow just starting out."

Little talks like that surely do pave the way. It is unrequited salesmanship of a very high order indeed.

There is the story of an old-time manufacturing concern which just seemed to be sliding downward and downward. In spite of evident hard work on the part of the entire sales force, in spite of many changes and shifts, the business was gradually falling off. A new sales manager came on the job. A new advertising agency was put to work. And still nothing seemed to happen which would start the trend upward.

Then a third advertising agent was asked to take a hand. He started out to look for the remedy in another direction. He did not look for the great copy idea nor the unusual sales thought. He just fussed around, for some weeks, among the firm's customers. No great, single thought was developed. But here is what did come to light. For many years, the firm had clung to old-fashioned merchandising ideas. There were certain shipping and delivery conditions which aggravated the buyers. They preferred, everything else being equal, to buy elsewhere. There was tactless handling of customers by the credit department. Correspondence was not handled properly and promptly. There were little delays which disgusted the buyers. The management had taken it for granted that when business was not what it should be, the salesmen were to blame. That was all there was to it. And so with every poor month, more and more pressure was put upon the selling end. Regardless of the reasons therefore, if a territory showed badly, the salesman was dropped and another put into his place. If in a given city the business was not what it should be the advertising was blamed along with the salesman. And the copy was changed or the mediums were changed.

DIDN'T NEED NEW ADVERTISING

After some time investigating and analyzing, this advertising agent went to the head of the company with his findings. The latter, expecting to see a clever slogan which would sway the consumer demand or a series of advertisements which would revolutionize the consumer viewpoint, was disappointed when nothing of the kind was offered, but, on the contrary, he was told that his sales force seemed to be pretty good and his advertising seemed to be about all that could be desired.

"Then you mean to say," the head of the concern said to the agent, "that you have nothing to suggest and might as well withdraw yourself!"

"Not at all," explained the agent, "But there is a lot more that an agent can do besides tearing down a man's sales force, tearing down his advertising and starting all over again. You have much in your favor. Much to your credit. But you have obstacles in the way which keep your advertising and selling from functioning as they should function. If you were trying to run your automobile with the brakes set and then blamed your motor because your speed was slow, you'd be foolish. If you insisted upon keeping the brakes set while some motor expert tore out your motor and put in another one, you'd be making yourself ridiculous. Now, that is what you are doing in your

business. You are putting obstacles in the way of your selling which hold your sales back, just as surely as set brakes hold your motor back. You can and should locate those obstacles, remove them, and permit your sales effort to go ahead untrammeled."

That was logical enough and the head of the concern could see it. The agency did not do much in the way of creating new advertising but it did clean out many an obstacle and the business went ahead. It was developing a way to overcome the negative phase of unrequited salesmanship. While the sales department and the advertising department had been working along constructive lines to get business, the company's operations and methods had created negative situations and obstacles which carried on a continued campaign of opposition and silent, but nevertheless potent, unrequited negative selling.

When we ride in a smooth running automobile, we are not conscious of the negative effort which holds the car back and which runs up the cost of operation per mile. There is no visible holding back. We cannot see anything which seems to be retarding progress. And yet engineers tell us that a dozen and one things about the car and its mechanism are retarding progress and speed and piling up the cost of operating per mile.

Thousands of competent engineers are at work every day in the year striving to overcome these obstacles. That is because it is known that they exist. They have all been located and are being attacked.

But what about selling and advertising? Selling and advertising are obviously the motive forces which drive a business ahead, or, at any rate, *ought* to drive a business ahead. And so we spend much money creating advertising and sales machines, with hundreds of men and scores of automobiles, and great forces of clerks with charts and graphs and maps and filing cabinets. And with millions of pages of advertising and carloads of dealer helps. And all of these things are augmented by "pep" letters and instruction letters from the home office and by sales heads and coaches in the field and on top of that come bonus arrangements and prize contests and conventions and, on the other hand, high pressure arguments and threats and firings and dischargings and changes and all the rude and rough things which go to make a salesman dig up more orders or send him to the cold, bleak gathering of the jobless.

FOLLOWING THE COMPETITOR

We do all these things because we see so many others around us doing the same thing. Business ought to be better. So we tell ourselves that we ought to do more advertising. A solicitor comes around and "tips us off" that So-and-So is just getting ready to use thirteen color pages in this or that publication. And we tell ourselves that if we don't do a like thing, we perish. And from the field, salesmen write in to tell us what this and that competitor is doing. And we feel we must do all of those things and maybe a few more.

And so we push on and on; and one day we find that the selling cost is going up and up and the old motor is churning along and sweating and fuming and fussing. But we give it a further tuning up and pour in more oil and then give it a good swift kick for good measure.

But how long is it since we stopped to look around and found out what was going on while we stood over that sales motor and cudgeled it and urged it on? Maybe the selling and advertising effort is not so bad. Maybe there are a dozen and one other little things which the sales department can do to loosen the brakes.

For the moment, let us not concern ourselves so much with unrequited salesmanship of the positive kind, but let us look for the negative variety. Let's try to see what is going on which is holding us back.

A few days ago I passed by a beautiful New England lake. It was regrettable and surprising to

Results Count!!

The Pittsburgh Press
used Exclusively with wonderful
Results for Advertising Campaign on
DUCO

DU PONT

E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE

ADVERTISING DEPARTMENT

July 5, 1926.

The Pittsburgh Press,

Pittsburgh, Pa.

Gentlemen:

When we decided to go into Pittsburgh with our campaign on Duco for Handy Home Uses and du Pont Paint and Varnish products, we chose to use the PRESS exclusively for our advertising.

We are very well pleased with the results obtained in your territory, a large part of which we feel is due to your splendid cooperation. This was very definite in character - far beyond mere promises.

We are glad to express our appreciation of your support because, while we know that the public was waiting to get Duco to be applied with a brush, nevertheless we are convinced that the Pittsburgh dealers' confidence in advertising in the PRESS, greatly helped the speed with which distribution and repeat sales were brought about.

Very truly yours,

Wm. A. Hart

DIRECTOR OF ADVERTISING

Wm. A. Hart
KED

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper

REPRESENTED BY

ALLIED NEWSPAPERS, Inc., 250 Park Ave., New York

note that many of the delightful homes were unoccupied, with "for sale" and "to let" signs frequently in evidence. "What's the reason?" I asked the man with me. "Gone out of style," was the laconic reply.

It seems some years ago, this lake was the gathering-place of the "best people." And then for some reason or other, these "best people" found another lake or a seaside location. The lake itself is as beautiful as ever. But instead of people talking about the coming summer at that lake and, in their talk, influencing others to go to the same place, here is what evidently happened: "No, I don't think we'll go there next summer. Doesn't seem to be the place it used to be. The nice people have all gone away." And that is a death sentence no lake has been able to withstand.

Merchandise can easily become unfashionable. Sometimes nothing can be done to stop it—or at least nothing is discovered to hold back the wayward trend. The coal oil lamp and the buggy are among them. Just hiring a great force of men and buying much space would not make people buy buggies today. It calls for something more than sales and advertising effort. The tallow candle suffered from the same fate. But the tallow candle was out of the running long enough to come back to us, this time as a decorative ornament.

What, then, are some of the more obvious negative influences which may be silently at work? Where might we start to look?

First of all, what does the consumer think of the product itself? What does the consumer say? What do a thousand consumers say? Do they say about the same thing all over, or do consumers in the West say one thing while consumers in the East or South or North say something entirely different?

What does the wholesaler say? Is he really interested in working with us or are his best interests elsewhere? Are we making it worth his while to work with us or are we struggling along practically in competition with him or, at least, without him?

And what about the retailer? Is he an enthusiastic believer in our line? Does he like to sell it? Is there "enough in it" for him?

And what about our own organization? Do people like to trade with us? Is it a pleasure to place the order with us? Or, everything else being equal, would people prefer to buy elsewhere? I can buy Arrow collars in many stores within easy reach. But I walk several blocks to buy a collar. Why? Because I like to be waited on by a certain salesman in a certain store. Now, do our customers feel that way about us? Or are people passing us by and going out of their way to buy elsewhere because they dislike something about us or prefer some other house?

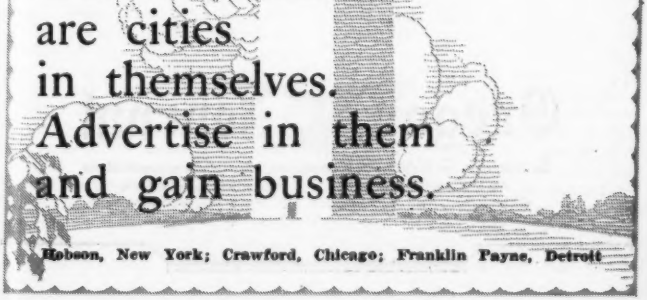
And do all those in our organization realize that we are all a part of an organization which is here to sell things? Or do we feel that the salesman's job is to sell and nobody else has to be interested in selling? Does every stenographer realize that she can be instrumental in promoting sales by getting out letters which reach the right person promptly and which are neat and easy to read? Does the crew at the factory which loads the cars or the men in the shipping room who put up the orders appreciate how much the getting or losing of the next order depends upon them? What is going on in the way of selling, either positive or negative, outside of the visible effort which the salesmen make?

Are we, in short, enjoying the advantage of unrequited salesmanship, which all too often we know nothing about, but which we should realize is going on all around us all the time?

Joins Minneapolis Bureau of Engraving

G. O. Ludcke, formerly advertising manager of the Blekre Tire & Rubber Company, St. Paul, Minn., has joined the sales staff of the Bureau of Engraving, Minneapolis.

Your share of business
in Washington, D. C.
will be in direct
proportion
to the percentage
of its population
reached by your
sales appeal.
The Times, evening,
The Herald, morning,
are read daily
by 108,312 people,
The Sunday Herald
by 121,987.
These circulations
are cities
in themselves.
Advertise in them
and gain business.



Hobson, New York; Crawford, Chicago; Franklin Payne, Detroit

Local Display *Leadership!*



After leading morning and evening field for *five years* in local display, the *Journal* gained 470,876 lines from Jan. to May (inclusive), 1926.

This is—

272,216 *more* than the second paper;
324,912 *more* than the third paper;
405,776 *more* than the fourth paper.

Oregon Journal

Benjamin & Kentnor Company, Special Representatives
900 Mallers Bldg., Chicago — 2 West 45th St., New York
401 Van Nuys Bldg., Los Angeles — 58 Sutter St., San Francisco
1524 Chestnut St., Philadelphia

Public Interest Should Decide Question of Private Brands

Dealers Would Be Better Served if Consumers Who Want Advertised Lines Could Get Them without Fighting for Them

By C. H. Everly

Vice-President and Eastern Manager, The Office Appliance Company

WITH the appearance upon my desk of the July issue of PRINTERS' INK MONTHLY there came to my attention the article by J. H. McLaurin on "Private Brands." Being deeply interested in this question of private brands as opposed to nationally advertised brands and, in my own field, the resultant effect on distributors favoring the private brands, I read Mr. McLaurin's article with much more than ordinary care. Certainly the editorial comment to the effect that it will be likely to arouse controversy is a sound forecast, as the article is governed largely by self-interest instead of being governed by what will best serve the public interest, as should be the governing motive in discussing trade practices.

In the article there is the complaint that manufacturers of reputable nationally advertised products sell their goods to anyone who will buy them and the recommendation advocated as a remedy to cure this so-called evil is for the wholesaler to create a brand of his own and do the same thing he complains of.

I have never yet learned that doing the same thing the other fellow does ever cured any unfair trade practices.

While I judge it was unintentional, nevertheless, the viewpoint of the article carries a serious reflection on the honesty and integrity of food manufacturers in general and in the belief that food manufacturers in general are of the same character as manufacturers in other fields, and with a personal contact of more than a quarter century covering manufacturers in many different lines of endeavor, I take exception to the viewpoint regarding the character of manufacturers.

In one breath the writer says he esteems these manufacturers who disagree with him and that his esteem is based on their honesty of purpose and their exceptional ability as business men. Then because he disagrees with their viewpoint he says that a large majority of the food manufacturers of the country entertain neither respect nor concern for their own brands. He says he is not opposing them but working to eliminate certain practices of these men.

NO DR. JEKYLLS AND MR. HYDES

Practices by men are indications of the character of the men indulging in these practices. Either the manufacturers he refers to do not justify his characterizations of them or the premise he establishes as a basis for argument is untrue and unsound. A manufacturer is a human being, moved by human impulses, and he cannot possibly be honest and dishonest at the same time. Neither can he possibly be an exceptionally able business man and be a short-sighted business man at the same time as is claimed.

In support of his viewpoint, Mr. McLaurin says that the average wholesaler has found it increasingly difficult to sell advertised brands at a profit and that the wholesaler finds it necessary to substitute private brands so he can sell at a profit. He says that the private brand furnishes the wholesaler a means of self-preservation, yet he fails to point out to the reader that this act by the wholesaler makes the wholesaler engage in the same practice he complains of about the manufacturer and that is, selling a trade-marked brand direct to the dealer. He also fails to include in his consideration that the use of a

private brand brings the need to convince the buyer that this private brand stands for at least as high quality as recognized, nationally advertised brands and the time, intelligent effort and money cost of making this favorable impression for the private brand certainly bears on the question of profit in handling the article.

The inference, at least, is given that the practice of private imprints will force the manufacturer to alter present methods, but he fails to point out how the use of private brands, which means entering into competition with the manufacturer, will force or tend to force the manufacturer of advertised brands to lessen a practice of selling direct to the retailers which he complains of other than through the fear of a loss of buying by the wholesaler. Certainly every added impulse by the wholesaler in favor of private brands is just that much force added to the need of the manufacturer of advertised lines to go direct to the retailer to maintain the distribution of his advertised brands on which he has created a demand among consumers.

If, as claimed, the having of an imprint brand by a wholesaler will cure the situation complained of and all the wholesalers in the country take up the private brand as recommended, where will any particular wholesaler favoring any particular brand find a market to enlarge his distribution and where will he find the elimination of competition? Certainly not in adding to the multiplicity of private brands selling in competition with nationally advertised lines.

If, as is claimed, the wholesaler is the logical distributor of food products and that wholesaler favors private brands, what else is he doing but forcing the manufacturer to seek other channels of distribution for a product on which a demand has been created and for which a recognition has been gained? The thought comes that possibly through the wholesaler favoring private brands has come about the very situation complained of in the article.

The ethics of a selling policy confining distribution entirely through the wholesaler and jobber to the retailer might be a sound basis for discussion and a breach of a code of ethics might be a ground for complaint, but the advocating of having a brand of your own because the manufacturer sells to someone else other than wholesalers, brings an entirely different question than business ethics.

The wholesaler who favors a private brand is certainly selling a branded article direct to the dealer and doing identically the same thing that he is complaining of regarding the manufacturer. By what rule is it right for one and wrong for the other?

If the private brand idea continues to grow and be favored by the wholesaler, how can there be any other choice on the part of the manufacturer of an advertised product than to seek other channels to market his line?

The elimination of unfair practices can never be accomplished through the use of private brands, no matter how honest the wholesaler may be or how honest the goods may be.

If there are unfair trade practices indulged in by food product manufacturers, it is certainly right and proper for food product distributors to endeavor to remedy these practices. But it must not be forgotten that it is one thing to advocate the elimination of unfair practices and entirely a different thing to advocate retaliatory practices which certainly bear some evidence at least of possibly being destructive of the wholesaler's future welfare.

New Account for H. L. Stuart Agency

Albert D. Simmons, Cleveland, manufacturer of Grafesco, a new interior decoration of plastic paint, has appointed the H. L. Stuart Company, advertising agency of that city, to direct the advertising of this product.

Amos Parrish & Company to Move

Amos Parrish & Company, Cleveland, advertising counsel to retail stores, will move to New York about September 1.

In the recent Prize Contest for the Best Advertisements Written by the Publishers of Country Newspapers, this advertisement, by

H. M. WHEELOCK
The Tribune
Fergus Falls, Minn.

Was Awarded 1st Prize of $100.

Which Would You Rather Talk To

A Small Attentive Audience or a Vast Hurrying Crowd?

Would you rather talk to 800 persons in a hall, with their eyes and their minds fixed on you?—

Or would you choose 80,000 on the fly, as they surge through the Pennsylvania Station, New York?

The small town newspaper is the hall that seats 800. You get them all to heed your appeal. You talk. They listen. Your story soaks in. They're yours—if your message is genuine.

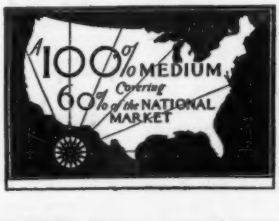
The publication of general circulation is the big railroad station, with hurrying crowds dashing through it. One in 100 hears you. Only one in 1000 knows or cares what you are talking about—and he hasn't time to think it over.

Is it better to *sell* one man, or get the idle curiosity of a thousand?

The country people read their home town paper at leisure, in the evening, on Sunday. You reach them with their vests unbuttoned. You get your hearing.

Stay with them, and you convert their growing interest into cash.

The glamour of great circulations pales when one considers the indifferent, hasty readers. The strength of the country weekly is in its heart-to-heartness — the near-by, friendly neighborliness of its faithful readers.



Put Your Publicity Where It Will Pull, and Never Mind the Circulation Ciphers!

AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street, New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT

Advertising Is Called Upon to Create Another New Market

How Everlastik, Inc., Is Building Distribution for Snugtex

THE entrance of Everlastik, Inc., manufacturer of elastic webbing, into the consumer market with a new product called Snugtex shows how a company whose merchandise is regularly distributed through industrial channels is introducing its newest product direct to the consumer.

"Snugtex," according to vice-president C. C. Case, "is a trousers curtain (the strip of fabric that goes around the top of men's trousers, inside) which grips and clings to the shirt, keeping it smooth and in place at the same time that it makes the trousers snug and comfortable.

"It is the first of our products which lends itself to consumer advertising. Whereas elastic webbing has many uses, the public is not aware of them but accepts the merchandise in which it is used as a matter of course. Snugtex is different, and in order to gain distribution for it, we have to let the public know about it.

"We have to advertise its use. We have to tell the consumer how it will improve his appearance. As a matter of fact, we have to start even further back than that, and call his attention to things about himself to which he has become so accustomed that he no longer notices them. Then we have to show him how Snugtex will remedy these conditions.

"At the beginning we were faced with the problem whether to try to sell Snugtex direct to the clothing manufacturer or to sell the idea to the consumer and thus work directly on the manufacturer. Basing our plan on that of rubber heels, which first were sold to the consumer and then, when the public had accepted them and was asking for them on new shoes, were sold direct to the shoe manufacturer, we decided to build up the consumer market first.

"Two thoughts were in our mind. To reach the consumer directly; and, second, by creating a consumer desire for Snugtex, to reach the manufacturer indirectly.

"The first step to reach the consumer was to get distribution in tailor shops, pressing shops, men's furnishing stores and so forth, so that when we told the public about Snugtex it would be available for them. This initial distribution we obtained in four ways:

"First, our salesmen made personal calls on tailors, telling them the idea of Snugtex and showing them samples. Second, we used direct mail to reach the tailors, the furnishing shops and the retail



No, he hasn't pulled it out. It just crept out, little by little, as men's shirts do all the time, especially when they exercise.

You have been annoyed this way, although probably your shirt hasn't bulged so badly. Perhaps you have the habit of hitching up your trousers and tucking in your shirt. But that's only a makeshift. It never really overcomes the trouble.

SNUGTEX is the remedy. It is the new trousers curtain (the strip of fabric that goes around the top of the trousers, inside). It grips and clings, comfortably. It keeps shirts smooth and trousers snug—as they should be. It makes you feel better and look better.

SNUGTEX insures neatness and comfort for all men in all walks of life. Ask for it in your next suit, and have your tailor or clothier put it in the clothes you are wearing. If he doesn't have SNUGTEX, send us his name and address, and we will see that you are supplied. Made by EVERLASTIK, Inc., 1107 Broadway, New York.

SNUGTEX
Keeps Shirts Smooth and Trousers Snug

THE CONSUMER ADVERTISING TOLD HOW TO OVERCOME THE "WAIST MUFFLER"

Keep These Facts in Mind When Considering Buffalo

There is now in Buffalo one big, strong morning newspaper—alone in its field—giving a complete coverage.

This newspaper is The Buffalo Courier-Express, formed by the merger of two papers backed by nearly a century of honorable achievement.

The Buffalo Courier-Express is the only daily newspaper which can offer you a circulation free from duplication in the Buffalo territory. No advertiser now needs to use two papers to tell his story to the same people.

Also there is a metropolitan Sunday paper, The Buffalo Sunday Courier-Express, which will carry your message to the largest audience reached by any newspaper in New York State outside of New York City.

Courier BUFFALO **EXPRESS**

Lorenzen & Thompson, Incorporated
Publishers' Direct Representatives

Chicago New York San Francisco Seattle



Paid Subscription – Plus Capital Investment-!

THE Subscribers to the Dairymen's League News pay the full subscription price without premiums or other special inducements. In addition, they have shown their faith in the Dairymen's League through a capital investment, averaging about $200.00 each.

THEIR most important product, milk, is marketed through the League; and all necessary market information is contained in the Dairymen's League News. The percentage of renewals runs extremely high, being well over 90%. This gives your advertising cumulative force.

Write for Sample Copy and Rate Card



DAIRYMEN'S League NEWS

New York
120 West 42nd St.
W. A. Schreyer, Bus. Mgr.
Phone Wisconsin 6081

Chicago
10 S. La Salle St.
John D. Ross
Phone State 3652

clothiers. Between personal calls and direct mail, we succeeded in reaching every such outlet in the United States.

"The third method of opening up distribution channels was to place samples of Snugtex with tailor trimmings jobbers. And the fourth was to prepare a package which retailers could place on their counters for immediate sale to the public.

"With this under way, we began in January a campaign of business-paper advertising. This was to reach tailors and other outlets and it also was to work indirectly on the clothing manufacturers, to keep their minds open in regard to Snugtex and to keep it before them so that when we gained consumer acceptance for the product the manufacturer would be ready to take advantage of it.

"This trade campaign reached, and is reaching, into every business that can profit by offering Snugtex. In our opening advertising we used 1,505 lines to introduce it to retailers and manufacturers, and every week throughout the year the trade is being told about it in a daily trade paper.

"Seven other trade magazines, covering the field which we want to reach for distribution, are carrying dominating advertisements for the product regularly.

"Our consumer advertising efforts, begun when we felt we had provided proper opportunity for the public to obtain Snugtex, opened with a full page in April in a general periodical.

"The first announcement to the consumer struck the keynote of the entire Snugtex campaign. This was to tell men about the universal habit of hitching up trousers and tucking in shirts, a habit which most men follow so unconsciously that they are astonished when it is called to their attention. An editorial in a Boston newspaper spoke of 'the waist muffler, which a large proportion of our young men now affect, or the bulging out of the shirt for a space ranging from two to six inches between the waist line of the trousers and the lower band of the waistcoat.' Our campaign aimed to tell men how Snugtex would overcome this 'waist muffler.'

"For this year it runs full pages, half-pages and quarter-pages at least once each month. And supplementing it, space is being used in college magazines. Copy is aimed to make men conscious of their appearance at the same time that a remedy for its defects is suggested.

"While the consumer advertisements constantly sound the same note, we carry them over a range of situations in which the product can be used. We feature the business man who has to get to his feet from his chair often each day, the man who dances, the golfer, the tennis player and so forth, each in the situation that creates the 'waist muffler' and that could be avoided with Snugtex.

"Consumer folders, sent to retailers with their own imprints, carry this muffler thought to the public, and subway and elevated posters in New York City stations also sound this same note.

"Indicative of the reception of the product, when inquiries come to us for samples, we forward the samples with the suggestion that if the man, after using it, finds it satisfactory, he can send us fifty cents, which is the retail price for a strip sufficient for one pair of trousers. The result is that those who try the sample invariably send in the fifty cents and often more for additional strips. Tailors tell us that they are getting sales as a result of our efforts. And our sales figures disclose a very satisfactory volume in yardage for the introductory period.

"Chiefly we have aimed at general interest and education, and we believe that our campaign, which is indefinite as to length, is hitting the mark."

Hotel Appoints Powers-House

The Powers-House Company, Cleveland, advertising agency, has been appointed to direct the advertising of the Hotel Cleveland, of that city.

The Inside Story of Department Store Sales

How Some Stores Misuse Advertising and Abuse Public Confidence

By a Department Store Advertising Manager

[EDITORIAL NOTE: An opportunity to read an inside story on department store price-cutting tactics is afforded manufacturers in the following article which appeared in *The Outlook* of August 4. The article was written for the general public by a department store advertising manager.

A companion piece to this article, in our opinion, that manufacturers should search out and read appeared in the August issue of *The Atlantic Monthly* under the heading, "Shopping 'Round." The *Atlantic* article is a recital of the work of a woman employed by a large department store as a "comparative shopper." It holds value for every manufacturer interested in the question of maintenance of retail resale price.

The appearance of articles such as these in publications of general circulation is, in our opinion, an excellent sign of the fact that the public is taking a genuine interest in modern merchandising. Such an interest might well be further stimulated by other publishers.]

STUPENDOUS SURPRISE EVENT!
14,000 Gov't Surplus
ARMY COTS
$5 Value
Each 39c.

WE called the police that morning at 7:35. The store was to open at eight o'clock. The first wagon-load of bluecoats took one apprehensive look at the crowd in the street and howled for reserves to help them. The fire department arrived at 8:15 to help in clearing the stairways and to pilot men and women to safety. At exactly nine o'clock the city building inspector ordered all floors cleared. It was an hour after noon when the last dust of battle had settled and we began to salvage our stock.

A race riot? A special election? Not at all. Merely five thousand thrifty Americans enjoying a bargain sale. A five-column advertisement in the newspapers of the evening before had brought them downtown early to a big department store—one that does around seven million dollars' worth of business every year. I happened to have written the ad, but I mention the fact with no pride of achievement.

The advertising was unbelievably bad. But the bargains were good. Those five thousand men and women knew for a certainty that a folding iron cot, single width, with springs, sells regularly on the retail market for at least five dollars.

They had watched two rival stores slash prices on cots for a week, and they had laughed, probably. Back in Washington you may have heard shouts of mirth break through the windows in the office of the army quartermaster. It was his cots we were selling.

Our store cut prices first, to $4.49. The rest of the dealers held to $5 or $4.98. But cots were abundant that month. The war was a long time over, and the army quartermaster was cleaning house. He released from Government warehouses a new stock, and we bought them, thousands upon thousands of cots, and so did everybody else, at about $1.29 each.

Another store cut the price to $3.98. It could afford to do that. We cut to $3.59. Our competitor slashed to $2.95. We whittled down to $2.59.

The race narrowed to two establishments after that. Our nearest neighbor advertised a special sale of army cots at $1.98. We announced identical cots at $1.49—twenty cents profit.

"That will stop 'em!" said our merchandise manager.

But it didn't.

The opposition advertised next day in type three columns wide: "Ten thousand new cots! Worth $5. Special today, 98c.!"

Below cost? Certainly. But that made no difference. It was

What *are* the SCRIPPS-HOWARD newspapers?



"I SEE by the newspapers." . . . The authority for nine-tenths of the popular opinion on all current topics of interest!

But *what* newspapers? Are you concerned with the character and the standing of *your* newspaper — of that medium which furnishes the background for those personal opinions by which you are judged?

Scripps-Howard is the hallmark of NEWS ACCURACY, *sane and constructive* LIBERALISM, *editorial* TOLERANCE *and political* INDEPENDENCE.

EDITORS of Scripps-Howard newspapers think straight and write straight. Their news columns are *full of facts,* but free from opinion; their editorial columns are *full of logic,* but free from demagoguery and vituperation.



SCRIPPS-HOWARD

NEITHER Pollyannas nor journalistic grouches, these newspapers are the focal point of every movement tending to make life more livable for the people of their communities.

These newspapers are *good citizens* of their communities. They are always too busy to quarrel with individuals, but never too busy to engage in a good fight for a good cause.

This is truly American journalism. A journalism which is well rewarded because its editors make their newspapers not only popular but—*respected!*

AND confidence — the greatest reward which readers can bestow —is given to the twenty-four Scripps-Howard newspapers by more than a million and a half families.

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS — MEMBERS OF THE UNITED PRESS

Cleveland (Ohio) - - PRESS	Columbus (Ohio) - CITIZEN	Knoxville (Tenn.) - - NEWS
Baltimore (Md.) - - POST	Akron (Ohio) - TIMES-PRESS	El Paso (Texas) - - POST
Pittsburgh (Pa.) - - PRESS	Birmingham (Ala.) - - POST	San Diego (Calif.) - - SUN
San Francisco (Calif.) NEWS	Memphis (Tenn.) - - PRESS	Terre Haute (Ind.) - - POST
Washington (D.C.) - NEWS	Houston (Texas) - - PRESS	Covington (Ky.) - POST*
Cincinnati (Ohio) - - POST	Youngstown (O.) - TELEGRAM	Albuquerque (N. Mex.)
Indianapolis (Ind.) - TIMES	Ft. Worth (Texas) - PRESS	STATE-TRIBUNE
Denver (Colo.) - - EXPRESS	Oklahoma City (Okla.) NEWS	*Kentucky edition of the Cincinnati Post
Toledo (Ohio) - NEWS-BEE	Evansville (Ind.) - - PRESS	

ALLIED NEWSPAPERS, INC., *National Representatives,* 250 Park Ave., New York, N. Y.
Chicago Seattle Cleveland San Francisco Detroit Los Angeles

a business of blood now, an affair of advertising honor. We must meet competition!

"Make cots 69 cents!" our manager ordered, and groaned over the money lost.

The store across the street cut to 59 cents.

So then, being of the race which can't be licked, we made our final glorious gesture. It has gone down in department-store history, that 39-cent sale of ours. It was a tragedy, a farce, a gigantic failure.

The store opened at eight o'clock. An hour earlier street-car traffic past our corners began to suffer from cramps and congestion. Plate-glass windows were broken in—our neighbors' as well as our own. Crowds howled at the doors. Officials and employees, slipping into the store by the rear, flung open the front doors and started the elevators.

The army cots were displayed on the eighth floor. Within five minutes elevator service was halted. Bargain-hunting women wedged into the cars so tightly that it was impossible to close the elevator doors. Others climbed the stairs. Eight floors is a long walk-up.

Fifty girls at counters and cash registers waited to take orders. The crowd rushed in. Tables overturned. Cash registers smashed. Floormen and house detectives battled and were defeated. The merchandise manager, with his hat on the back of his head, mopped his face and wrung his hands in the corridor.

"Go quick!" he pleaded. "Reason with them!"

Reason had no place in the plan of things that day. With the salesgirls trampled and cash registers upset, with policemen urging customers out of one door as they swarmed in another, with the fire department threatening to turn a hose on the crowd unless it dispersed for safety's sake, with a worried building inspector ordering the floors cleared, we sold very few cots. Cases were treated in the dispensary.

The next day army-cot prices in our retail district went back to $3.98.

Why the riot? Simply because thousands of people who read the announcement of our 39-cent sale knew that good army cots really were worth five dollars. They were sure, too, of the standard quality of Government surplus articles. Of course it sounded ridiculous. An army cot for 39 cents? Impossible! But they came to see. They might not need any cots, but what difference did that make? Thirty-nine cents!

Rarely a day passes in the large cities, and in many small towns as well, without advertising just as enticing as that which precipitated our battle of the eighth floor. Only the response is different. Shoppers do not often storm the heights. Why don't they?

PUBLIC NOT EASILY FOOLED

Because they have been fooled by ads too often. They must *know* the actual value of the merchandise before they will believe the ad. The time that I speak of, they knew the value of Government surplus cots.

Years ago a young advertising writer persuaded his store to undersell its competitors in calicoes. The retail trade had a fixed price for calicoes, based on the cost of the goods. He cut under it. There originated what in merchandising is called the "comparative value."

It is a standard institution today, this comparative value—so standardized as to lose its potency. Page after page of the newspapers is filled with misleading statements concerning goods for sale. Shoes worth $5 are selling for $3. Worth $5? No, madam, not really. Shoes *worth* $5 sell for $5. Shoes that sell for $3 are ordinarily worth just that. Any article in the world is worth, economically, just what its owner can get for it, and not a cent more.

"Men's $50 top-coats, $34.95!" one merchant offers. Across the page his neighbor tells of a special lot of "Women's House Dresses, Fancy Checks, $2.50 value, today 98c.!"

When the sales slips are counted in the dusty weary half-hour after

Financial Several members of our organization are trained in financial advertising—from the preparation of copy to the handling of the multitudinous details which demand accuracy and speed. Investment bankers are invited to look into our service.



BARROWS, RICHARDSON & ALLEY

ADVERTISING

NEW YORK OFFICE
19 WEST 44th STREET

BOSTON OFFICE
77 FRANKLIN STREET

LEADERSHIP

NET PAID CIRCULATION WEEK, JULY 24th

Over

80,041 DAILY

85,000 SUNDAY

Exceeding the next daily paper by

Over 10,000

Exceeding the next Sunday paper by

Over 22,000

***41,500 City Daily Circulation**

60,500 City Sunday Circulation

(A paper in nearly every home.)

913,040 Lines of Advertising Gained First 6 Months—1926.

**Our special rural delivery service places this newspaper into the homes of our suburban subscribers before breakfast, enabling them to read our advertisers' sales messages and to do their day's shopping in Rochester.*

Democrat and Chronicle

ROCHESTER HERALD

PAUL BLOCK, Inc., *National Representative*, NEW YORK, N. Y.

the doors close for the day, the first merchant finds that he has sold a fair number of coats, the neighbor that his stock of house dresses is pretty well picked over. But there has been no riot. There has been no crowd at all, compared with the frantic rush for army cots. The police have not been called to handle the mob.

Why not?

Simply because too many thousand merchants, day after day, offer to the public articles which they claim to be worth $50 at a $34.95 price. Because coats actually worth $50 very, very rarely sell for less than that. If they did, day after day, as the advertisements promise, those $50 coats would soon become $34.95. Advertising men know it if the public as a whole does not, and they object, most of them, to the comparative-value scheme.

I hear you protesting, you who read this. You ask, with quite justifiable bewilderment, "What! Never again trust the ad?"

WHO KNOWS?

If advertising men don't believe their own writings, you ask, how can the men and women who do America's buying? How can we tell a $50 top-coat from one worth only $34.95? How does a woman know that the snappy little dress that takes her eye, emphatically advertised to be "worth $65, tomorrow only $42.50!" is actually a $65 value? Or is it, ever? What does she get for her money when she buys that dress? What's wrong with it, if anything?

The truth of the matter is that most dresses selling at $42.50 are worth precisely $42.50.

It is not very often that a store which consistently advertises will over-price its goods. It cannot afford to, if it has competition. The shopper gets her money's worth. But, being human, she tries to get more than her money's worth.

She may know that Mrs. Smith, who lives around the corner, paid $65 not two weeks ago for a dress —"My dear, the perfect image of this one!" But she cannot know that the buyer in charge of the ready-to-wear department in the store she patronizes has just rushed back from the garment centres with a story to tell his assistant.

"Listen, Dave. Them tricotines with the beaded panels—that lot we bought off Lowinski and Koop —we best make a cut, Dave. I heard it straight this morning that tricotine and bead panels is passsay already. We got only two weeks, and they will spoil on us. How many is left in stock?"

Or it may be that since the particular lot of dresses was designed the style maker has been abroad in the land. Over a single weekend the skirt may have become too long or too short or too narrow or too wide, the belt too high or too low. Fur trim may have come in or gone out. In that case the $65 dress has become, actually, a $42.50 dress, so far as merchandising goes, and the shopper gets exactly what she pays for. She may *think* she has saved money; even persuade her husband that she has. But she hasn't fooled Dave or his boss. They are shrewd men, holding their jobs because they make money for the store.

There is one chance, a long-shot chance, that the comparative value is comparatively true. It may be that Lowinski and Koop, "designers and fashioners of stylish and exclusive garments for the wholesale trade," have had a bad quarter-year. They may need money at once. For that reason, or some other equally as good, they may have sold cheap to the retailer. In that case the retailer usually makes a slight, and honest, reduction, under the regular market price. He does it to attract business. It is a gesture to his public. It is advertising of the subtlest kind.

How can the customer tell whether the price reduction is genuine?

There are two ways. If you are so keen a prophet of fashion that you can out-think a smart ready-to-wear man, so shrewd a judge of fabric that you can distinguish the real from the shoddy in the

glaring light of a noisy sales floor, so skilled a tailor that you can tell good seams and good workmanship from bad, then you can stake your judgment. If not, you must trust your store.

That is the surest way. The store with the reputation for honesty, not for an endless slashing of price on everything from potted ham to parlor suites, the store that never disappoints you, year after year, that offers good merchandise at fair prices, that does not everlastingly ballyhoo its comparative values—in that store you can trust the price tag.

ONE STORE'S SALE POLICY

In one of the world's greatest merchandising institutions, a department store with a history of honorable dealing for fifty years, comparative values are used in the advertising twice annually, and for only one day. Those are the "clean-up" days. In practically every department goods that have been selling too slowly are reduced from 10 to 20 per cent. That store refuses to let any customer take out of stock an article not perfect. When it says, "$75 overcoats, special for today $60," you may believe it.

Cheap stores selling cheap merchandise try to keep excitement romping up and down their aisles by means of special sales. The public attends in large and gullible flocks. Even an unscrupulous store tells the truth sometimes. But for every genuine price-cutting sale there are a hundred other shoddy, make-believe affairs that actually cost extra money to the shopper. Prices are marked up instead of down. Inferior goods are brought in, and an unsuspecting customer who can see nothing except the price tag takes them out.

To understand this kind of sale you must understand the department store's high-pressure system. Each section in the big city store, be it food, or furniture, or millinery, or what not, has a definite sales objective in dollars and cents every day of the year. In the pocket of the buyer who runs that section there reposes a small, handy notebook to remind him in no uncertain figures just how large a volume of business he must do today, tomorrow, and the next day and the next, all through the year, or lose his job. Each night he must show an increase of at least 10 per cent in gross receipts over the corresponding night of the year before.

"You must make your day!" is the way department-store men put it.

In an effort "to make their days," the cheaper establishments go in for so-called sales. I wrote advertising in one office that had a list of thirty traditional sales a year and was constantly adding to its list. It did an amazing volume of cash business. It was located in one of the largest cities in the country, and depended on a fluctuating, easily satisfied trade. Nearly every week it invited the buying public to its greatest annual sale, a stupendous offering of this and that, a mammoth selling campaign, a gigantic, a titanic, or an unexampled sale. The names of these efforts roll around again with the calendar, year after year. "Surprise Sale" is a favorite; "Challenge" a much-loved institution. "Stock Reducing," "Clean-up," "Jobber's Surplus," are old standbys, and there is something definitely intriguing, even to the man who can think of nothing he needs except shoestrings, if there is such a man, in the flaming red banners heralding a "Fire Sale!"

Usually in the case of a fire sale there has been a fire in the neighborhood. But I have seen a hundred thousand dollars' worth of *new* goods bought for a "stock reducing" sale. As a rule, in these events prices are low, or rather, they seem low. This is how it is done.

HOW IT IS DONE

The general merchandise manager calls his department heads together.

"One month from today starts the Stupendous Fall Stock Reducing Campaign," he reminds them. "Maybe you better get out Mon-

This is what we mean when we say

Read— The Fourth Estate

Entered U. S. Patent Office
33rd Year
A Weekly Newspaper for Newspaper Advertisers and Newspaper Makers
No. 1692
New York, July 22, 1926
33rd Year

Aggressive Newspaper Advertising Campaign Jumps Cigar Sales 114 Per Cent

INVEST 22 MILLION in ADVERTISING

Pulling the Whiskers of Old Fogies Who Just Won't Look

Also Exploding the Idea That Class Atmosphere Not Possible in Newspaper Advertising

Newspaper and Magazine Circulations and Costs in Six New York Cities

Why the Newspaper?

Is "Position" Everything in Advertiser's Life?

First of a Series of Articles by Business Executives of Newspapers on the Merits of Newspaper Advertising

Thinking Out Loud

Newspaper is Only Medium That Interests All Classes

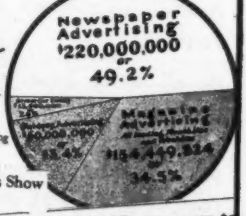
Where the National Advertiser's Dollar Goes

The Fourth Estate

Type Tendencies in Newspaper Advertising More Impressive

The Physical Appearance of a Paper is Often Indicative of Its Editorial Inclinations

By John E. Martin
Assistant Manager, New York Sun



The Men Who Make the "Ads"

Procedure Showing Great Service Rendered by Agencies in Detail

Here Is a Big Fistful of T. N. T. for Rip Van Winkles

Automobile Advertisers Show the Way!

Rubber Company Spends $1,000,000 in Newspapers to Earn Fifty Million Increase

Who Should Pay for Legitimate Merchandising Service

Three Wills Without a Real Purpose Left Great Newspapers Adrift on Uncharted Sea

Columnists' Column

In the Pages of Books
By C. Hartley Grattan

Who "Balls Up" the News Before Story Goes to Print?

Romance in American Journalism

ONLY MEDIUM WHICH INTERESTS ALL

The New 33rd Year

FOURTH ESTATE

Published under entirely new ownership at—

25 West 43rd St.
New York, N.Y.

Christmas Printing

IT is none too early to proceed with your plans for Christmas printing.

Your catalogues, broadsides, folders, and other direct advertising pieces must be ready for the mails in November.

The more time you give your printer, the better will be his job—the more resultful your direct advertising.

By all means have your Christmas printing done early and at moderate prices by an organization that does not add overhead charges for elaborate "creative departments."

BRAUNWORTH & COMPANY, INC.

60 BROADWAY

BROOKLYN, N. Y.

Telephone Stagg 6300



day and look over the market. See what you can pick up."

The department heads agree. This, on one occasion, is what they brought home:

Ten thousand house dresses to sell at 49 cents. They did not tell me, and so I did not advertise the fact, that they were made in a neighboring State prison.

Five thousand tubes of a nationally known tooth-paste, to sell at half marked price. We failed to mention in our advertisement that they had gone through fire and were gritty as sand.

A thousand hats with ostrich plumes. Was it the buyer's fault that plumes were not being worn?

And so on, through phonographs and shoes that squeaked, semi-soft collars that were mostly soft, and nine-by-twelve grass rugs that curled.

An advertising man often insists on samples of all goods, if he is sure enough of his job or doesn't care if he loses it. He can't afford to deceive his public.

But, in spite of his vigilance, a crafty buyer can hoodwink the upstairs office sometimes, and in turn the public. In a store where I once worked the head of the "pure food department" walked into the office one morning with a slab of Swiss cheese.

I tasted it. It was excellent. This, I was told, he would sell Monday at a figure which I knew to be less than one-third the general retail price. It was impossible to sell good cheese that cheap. I became suspicious. I invaded the "pure food" stock-room. There were the cheeses, stacked up, dozens and dozens. I whacked one in two. It was not the same kind that I had tasted in my office. I called the department head.

"Oh, well," he protested, "Swiss cheese is Swiss cheese. What you tasted upstairs didn't happen to come from this bunch. But this is just as good. I got it cheap. Sure, it's absolutely perfect."

He saw me shake my head.

"Well, just a little soft like, maybe," he amended.

The advertisement in the Sunday papers announced "Swiss

When what you want is action — it's an unnecessary handicap to your advertising to depend upon a service hundreds of miles distant. Our clients in Central New England say it is a tremendous advantage to have our entire organization separated from them merely by a matter of minutes.

THE MANTERNACH COMPANY
Advertising
The Manternach Building 55 Allyn Street
HARTFORD, CONNECTICUT

Population 70,000 Trading Centre for 150,000
Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

Brockton Daily Enterprise

Printing 23,000 Daily
Less than 2100 lines 8¾ cents a line; 2100 lines or more 7½ cents a line. Effective September 1, 1926
Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements





1-Editorial
2-Art-Work
House Organs
3-Printing
4-Mailing
Relief from Mechanical Detail, more time for building news and editorial values is a vital consideration with house organ editors we serve.
Helpful copies of our House Organ production will be sent on your request
ARROW PRESS, INC.
318-326 West 39th Street · New York



Sweater News
and
Knitted Outerwear
93 Worth St. New York

cheese, imperfect, slightly soft." But still it sold.

You like soft cheese? No? You'll never trust an ad again? I hope you will. Many stores do not deceive you. Find one that you can trust, and stick to it. There are plenty of them. It will take you only a little while to learn.

The second way to protect yourself from being cheated is to buy nationally advertised articles of proved merit. And buy them at the price marked on the box. Then you are positive. There are times when you may find real bargains in such merchandise. I know of soaps, nationally famous, that have sold at cut rate in certain stores. These soaps were genuine, first-quality goods. They had been secured below the usual price from a bankrupt stock.

Often you will see well-known brands of merchandise advertised as "imperfect" or "factory seconds." When you buy stock of this kind, you do it with your eyes open. Some stores, with naive subtlety, call them "slight seconds." They are underpriced because something is slightly wrong with them. After you examine them thoroughly and you conclude that their shortcomings will not affect their usefulness to you, you may save money in buying them. But don't carry them home with the idea that they are first grade and that you have secured an excellent bargain.

People ask of these nationally advertised goods, "If the big manufacturer is charged a thousand dollars a page or more for advertising, don't we, the consumers, pay for those advertisements in the long run?"

The answer is, 'No, positively no. The article that is nationally advertised is nationally consumed. The maker or jobber of a consistently advertised product manufactures in such huge quantities that individual production costs are minimized. Part of what he saves by quantity production he reinvests in advertising and still further cuts his costs.

The makers of a certain famous

brand of breakfast food realize a profit of two and a quarter cents a package. They spend one-quarter of a cent advertising each package. The advertising results in the sale of hundreds of thousands of packages of their food each year. It would be poor economy for the housewife if this firm stopped advertising. Production would drop to such an extent that the quarter of a cent saved from not advertising would be replaced by an additional cost of three, or four, or five cents in the manufacture of small quantities.

You hear men say, "I can't afford to buy So and So's gloves (mentioning a famous make), because they spend so much on advertising." The fact is that the gloves are cheaper because of the advertising, for the advertising campaign results in a greater number of pairs of those particular gloves being made and sold.

If you must attend sales, attend them in honest stores, famed for square dealing. Avoid the business house that makes life a long procession of stupendous and sensational surprises. If you are buying socks for yourself and the children, look for the label and pay the price. If you need a new suit, buy it where you know you will not be cheated in material or style. When you ask for foodstuffs, or drug sundries, or underclothing, insist on recognized quality of national reputation. Your goods will be fresher, cleaner, purer, and will last longer or wear better.

Don't try to outguess the merchant. He knows his stock and his merchandise better than you can know them.

Don't expect charity in the marts of trade. Use common sense. Read the daily advertisements and compare them store against store. Your own business head should tell you whether or not a dealer is telling the truth. Remember that when an article sells for ten cents on the open market, that it is a ten-cent article. And remember, too, that you can believe the simple word of an honest merchant before the boast in large print of a tricky firm.

Don't hope for miracles.

York County, Pennsylvania

Rich in highly diversified manufacturing industries.

Rich in highly diversified agriculture.

Rich in accumulated capital.

Its people can afford to have anything they reasonably desire.

A desire for honest merchandise can easily be created by using

The Gazette and Daily

A Real Honest to Goodness Newspaper **which completely and intensively covers this field.**

Howland and Howland
National Representatives

NEW YORK
393 Seventh Avenue

CHICAGO
360 North Michigan Avenue

PHILADELPHIA
Ledger Building

How the Texas Company Introduced Its New Gasoline

(Continued from page 6)

6. *Farm-paper advertising.* The company is using a list of five farm papers. In these it follows the same policy followed in its advertising in general magazines.

7. *Form letters.* These are of two types; first, form letters to dealers from the company telling about the campaign and reinforcing the work of the salesmen and, second, suggested form letters for dealers to send to consumers.

8. *Co-operative advertising.* The company always has encouraged dealers to advertise and has in its files many examples of effective dealer advertising. To encourage dealers still further the company recommends first that dealers tie their advertising to the company's newspaper advertising in those cities where it uses newspapers. In other cities the company, through its salesmen, encourages co-operative advertising; that is, the company buys a quarter page and the dealers in the city take the rest of the page for their advertising. The company, of course, furnishes mats and electros for all dealer advertising.

9. *A banner on every Texaco truck.* This banner is the same as supplied to filling stations for window or wall use. On trucks it has the effect of a traveling advertisement, constantly before the eyes of motorists.

10. *The "Gasoline Blue Book."* This went to dealers and salesmen. In addition to the information just described in point 4, it contained other pages telling what the company would do to put over the gasoline, what the salesmen were to do, what the dealer was to do and how the public would react.

11. *Newspaper advertising.* Because the newspaper campaign was the backbone of the whole selling plan it has been left to the last. It consisted of full pages, the first being published the day the new gasoline appeared and the others following at one-week intervals. This campaign is still in progress. A study of the newspaper advertisements will give a clear picture of the arguments used by the company to sell the new gasoline to the consumer.

The first advertisement, which, obviously, was the most difficult to prepare because the company wanted, if possible, to tell the whole story, is headed simply, "A New and Better Gasoline." Behind this simple headline, however, there is a whole story of might-have-beens. The company could have originated a number of snappy trade names, but after a great deal of thought chose the simple slogan containing the words "new" and "better." That's the story. Why embroider it? Why dig up a trade name that will mean nothing but a combination of letters?

At the left of the advertisement are a series of paragraphs, set two-by-two. The first column of these paragraphs contains a semi-scientific, semi-technical argument. The second column popularizes the argument. The paragraph headings in the first column are, "The New Low 400 End Point," "The Low Initial Boiling Point," "Anti-Knock Qualities," "A Balanced Distillation Range" and "The New Volatile Range." The headings in the second column are "Less Crankcase Dilution," "Easier Starting," "Smooth Engine Operation," "Maximum Acceleration" and "Greater Mileage." An arrow leads from each "technical" paragraph to each "non-technical" paragraph.

As a sample of the language used read this paragraph from the technical side:

> The distillation range, controlled by the Holmes-Manley proportioning of intermediate boiling fractions, provides a volatile fuel with a combustion rate balanced to engine requirements. The new Texaco works best on a lean mixture.

Now read the paragraph from the non-technical side:

> Maximum acceleration—quicker pick-up and more power on the hills. The new Texaco takes the acceleration load.

The body of the advertisement is taken up with five paragraphs

SOMETHING GOOD
IN
ADVERTISING & SALES INFORMATION
ECONOMICALLY PRICED

FOR five dollars we offer you a year's subscription to our Guide To Advertising service, which includes one copy of the Guide, and six supplementary bulletins giving changes and additions.

The Guide lists about 8000 advertisers, with address, advertising manager, and agency if one is employed. The advertisers are grouped in 65 sections according to business. It lists over 1700 agencies with address. (No personnel.) It also lists about 2000 advertised products with manufacturer. This year, thru the supplements, we are increasing the listing of advertisers to at least 14,000, so that it will cover those using space in trade papers more thoroly than this field has yet been covered.

The Guide is only 4¼ by 6¼ inches. It saves desk space and easily fits into the pocket to permit its use while travelling or selling. A handsome, durable Fabrikoid cover imprinted in gold places the outside on a par with the inside.

Over three thousand subscribers are now using this service. Everybody who reads Printers' Ink needs, and can afford, the Guide To Advertising. If you have any interest in advertising or advertisers let us show you that this service is something you will welcome. Simply write your name in the lower margin, tear off the lower portion of the page and mail it in to us, with your check for five dollars. You will receive the Guide at once, and if you are not satisfied we will return your money.

HILL & COMPANY, Inc.
21 EAST VAN BUREN CHICAGO

Colleges Open Soon

In September the Colleges will reopen with over 800,000 students—more than ever before. These students form a market that is growing larger every year.

Ask us anything you want to know about the school or college market.

CSAA

Established 1913

COLLEGIATE SPECIAL ADVERTISING AGENCY, Inc.

503 Fifth Ave., New York
612 No. Michigan Ave., Chicago

Showfolks:



are Traveling Broadcasting Stations of

Popular Merchandise!

SUPPLYING the people of the amusement world with their steady demand for the best is profitable in every line of merchandise. And often leads to national demand for some popularized item.

Sell the Show Folks—the World's Most Influential People through

The Billboard

The ONLY Amusement Weekly with A. B. C. rating

1560 Broadway, N. Y. City
Chicago Cincinnati

of copy which are the same as those used in the magazine advertisement already quoted.

At the bottom of the advertisement is a line drawing of a battery of Holmes-Manley stills and a picure of a Texaco pump with the blue pennant flying.

Number two in the series is headed, "Is there any real difference in gasoline?" The advertisement then goes on to say that there are differences in gasolines and tells how these differences are detected and tested. The pump and the stills appear again and at the bottom the slogan, "A new and better Texaco gasoline."

Number three of the series carries a line drawing to illustrate the difference between atomized and vaporized gas. This is a scientific discussion written in popular language and illustrated by the simplest kind of drawing. An engineer might cavil at the drawing for being superficial, but as a matter of fact it is the most basic kind of an illustration because it shows simply and quickly a big sales argument. Again a picture of the Texaco pump and the slogan.

Number four of the series shows cross sections of two manifolds and tells the story to be found from studying the manifolds. This has already been explained. The copy goes into a more detailed explanation and the distillation tables, already mentioned, are given. At the bottom is the slogan.

All these advertisements have been more or less straight-from-the-shoulder, how-to in spirit. One advertisement, however, was almost purely institutional. This showed a picture of an oil field and then carried the crude oil, by means of pictures, from the ground, through the refining processes to the Texaco pump. The copy pointed out that the new gasoline was only one evidence of the world-wide enterprise of The Texas Company.

The use of institutional copy in such a campaign is unusual but quite sound. The campaign has stirred up a great deal of interest

Biggest 6 months in 38 years

Printers' Ink carried more display advertising in the first six months of 1926 than in any other corresponding period in the history of the publication.

July also exceeds all previous July records.

PRINTERS' INK

A·B·C·Week
Chicago
Oct. 18 *to* 23

The 13th Convention
of the

A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel La Salle
Chicago

October 21st & 22nd
NINETEEN TWENTY SIX

Divisional Meetings – Oct. 21st
Annual Meeting – Oct. 22nd

The Annual Dinner
will be held on the night of
October 22nd
at the
Hotel La Salle

Make Reservations Early

A·B·C
VERIFIED CIRCULATION

in the new gasoline. The gasoline has proved its value. Therefore the company believes in the value of tying the whole company to its new product. Thus it gets an interaction of forces. The gasoline helps the company as a whole, while the company's reputation helps the sale of the gasoline.

There are several things to note concerning this campaign:

1. It occupies dominant space; full pages in newspapers, double page spreads in other mediums.

2. It deals with technical facts in the simplest possible manner, using diagrams and tables wherever possible to clinch a point.

3. It has stuck pretty close to fundamentals. There is not a single step that could be called unusual or spectacular yet the effect is just as marked as though the most spectacular means had been employed.

4. It was unusual in its thoroughness from start to finish. The company did not announce the new gasoline to the public until it was prepared to offer the product in every pump. It did not advertise the product until every salesman and dealer was thoroughly familiar with its superiorities. When the advertising did break every unit in the whole chain of distribution and marketing was ready. The effect, then, was climactic.

5. The original announcements were followed up with advertising of equal force. Thus the life of the campaign was not for a day or a week but was extended—and is still being extended—over a considerable period.

6. The company did not lose sight of its other products in the big sales drive. Thus shortly after the original announcement oil was tied up with gasoline and the company as an institution was tied up with the products.

7. It brought a new note into gasoline advertising. While some refiners have advertised definite reasons for buying their gasoline, few have been so specific in their advertising. This campaign is one of reasons stripped of generalities.

8. The campaign is notable for its excellent co-ordination of all

Among the

NATIONAL ACCOUNTS

carried by the Rochester, N. Y.

DAILY ABENDPOST

you will find:

Victor Talking Machines
La Touraine Coffee and Tea
Kellogg Food Products
Camel Cigarettes
United States Steamship Lines
Glastonbury Underwear
White House Coffee
United Hamburg American Lines
North German Lloyd
Metropolitan Life Ins. Co.
Equitable Life Ass. Society

ROCHESTER'S GERMAN DAILY
ABENDPOST
50,000 GERMANS IN ROCHESTER



600
Cities of the United States Can Be Covered With
WINDOW DISPLAYS
Installed Through
ONE AGENCY
Saves the National Advertiser Time and Expense, and Relieves Him of the Annoyance of Detail and Correspondence.
ALL DISPLAYS GO IN BEST LOCATIONS available in retail drug, grocery, hardware, confectionery, cigar and automobile supply stores.
LIST OF CITIES, Satisfied Clients and Other Information on Request.
WINDOW DISPLAY INSTALLATION BUREAU, INC.
Headquarters:
22-23 Pickering Bldg., Cincinnati, Ohio

Capable
Production
MANAGER
available
RELIABLE
EXPERIENCED
MATURE
For confidential information address Box 240, Printers' Ink

the factors in the campaign and for the careful execution of the original plans.

As has been pointed out already, this is not a spectacular campaign. For that reason a study of it is of far more value to the average advertiser than the study of a campaign that, by the use of unusual methods, flashes forth with sudden brilliance and then flickers out again almost as soon as it has flared into light.

The best military campaigns are built on good old fundamentals learned in the military academies. The best advertising campaigns are built on the good old fundamentals of marketing. However, the general who wins the most battles is the general who understands how to use the lessons he has learned. The same thing goes for the advertiser who will succeed in a highly competitive market. Therefore the Texaco campaign is presented as exemplifying an excellent use of the tools and ideas that are at the disposal of almost any advertiser in almost any field.

Combination Telephone Unit to Be Advertised

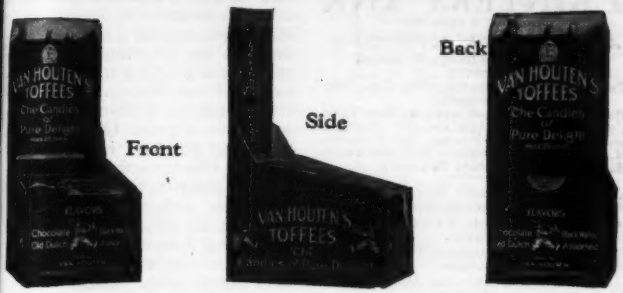
Application has been made for registration of the trade-mark "Monophone," for a transmitter-receiver telephone unit, manufactured by Automatic Electric Inc., Chicago. H. E. Clapham, sales manager of the Automatic company informs PRINTERS' INK that advertising for the Monophone will be confined mainly to telephone trade papers and technical journals. Space will also be used in connection with the national advertising of the company's private automatic exchange equipment.

New Advertising Manager for New Process Stove Company

George Gifford, advertising manager of The New Process Stove Company, Cleveland, for the last four years, has joined the National Credit Office, also of Cleveland. He is succeeded by M. G. Klein, who has been with the New Process company for five years in various capacities.

Cleveland Automatic Machine Company Advances Russell Rich

Russell Rich has been appointed assistant advertising manager of the Cleveland Automatic Machine Company, Cleveland. He has been in the sales and engineering departments of the company.



A·C·C·E·P·T·E·D

DEALER & CONSUMER—both have come to view *packaged goods* as the ultra-modern development ¶ Such dealer-consumer acceptance has but a single interpretation: *Increased Sales!* ¶ Our Service Department is at your disposal. ¶ Write—

BROOKS BANK NOTE COMPANY
Springfield, Mass.

New York Philadelphia Boston

Lithographed Folding Boxes Labels Window Displays Cutouts Commercial Stationery

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, $1.50 for six months. Ten cents a copy. Foreign Postage, $2.00 per year; Canadian, $1.00.

Advertising rates: Page, $120; half page, $60; quarter page, $30; one inch, minimum $9.10; Classified 65 cents a line, Minimum order $3.25.

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London: Thomas Russell

NEW YORK, AUGUST 5, 1926

Sell Quality Now

It was over thirty years ago that E. C. Simmons, then head of the Simmons Hardware Company, said "The recollection of quality remains long after the price is forgotten." New industries have arisen and selling methods have changed since that time. Yet the logic and cogency of this principle have not become tarnished. Short-sighted manufacturers and their salesmen sometimes wander away from quality as the biggest selling appeal but their penny-wise tactics cannot impair its basic soundness.

Recently the motor industry has laid new emphasis on higher quality and veered away from low prices as a major sales argument. General Motors, for example, has pointed out in advertising a policy of refinements and better values at no increase in prices. During the last two or three years other manufacturers have told in PRINTERS' INK of their experience in raising quality without accompanying raises in price. They offer that policy as the best available road to sales volume and lasting profits.

Such practice, they have pointed out, gets action from increased numbers of buyers without compromising a manufacturer's prestige. The way is thereby left open for repeat sales. The man who buys because of low price alone inevitably discovers himself to have been extravagant. When he is in the market again, his tendency is to guard against falling a second time into the error of expecting value, service and satisfaction at excursion rates.

No one has ever found a quicker method of piling up sales volume than cutting prices. When, however, it is necessary to cheapen a product in order to make the cut any advantage gained by the manufacturer is short-lived indeed. At the present time, when instalment buying has seemingly established itself, it would appear that the cheaper-merchandise-for-lower-prices theory is badly out of step with the times. The average American today doesn't want poorer merchandise even if he can save a few dollars at the time of purchase. In the past that saving may have looked big. It does not now.

The consumer can spread his payments out over a long enough time to make the added cost of quality look small. "Known quality rather than price forms the best basis for selling merchandise," said E. D. Voorhis, general sales manager of The H. D. Lee Mercantile Company recently in PRINTERS' INK. Was he speaking of automobiles, jewelry or fine furniture? No, he was speaking of none of these. He was talking about overalls and work clothing.

Instalment buying has now made it possible for people to buy quality today who could not have con

sidered it twenty years ago. The American view of living standards plants its roots deep in the soil of improved working, living and playing conditions. Has there ever been a better time to make quality the basis of sales effort. Has there ever been a better time to break away from the kind of competition that thrives on price wars? Now is a good time to build prestige and permanance by selling quality.

A Letter to Yourself

The president of a noted company who had previously been an executive in three other businesses was being congratulated upon a certain mailing piece which his company sent recently to retailers in its field.

Unlike several other letters on the same subject which these retailers have been receiving, this one seemed to be written from their viewpoint, in their own language.

The president in commenting upon it told his method.

He had found, he said, that in none of the four companies which he entered as an executive, was there any man in the home office who had previously been a retailer in the field the company served.

It had been the tendency in all of them to secure salesmen by bidding high for men from competing firms.

Most of the executives and their understudies had been recruited from the sales force.

In each case this man had personally selected, after investigation, some up-and-coming young retail clerk, put him out on the road selling as soon as possible, then brought him in to the home office as his personal assistant. Whenever a matter of company policy came up which affected relations with retailers, he would tell his assistant to sit down, place himself again behind the counter of the retail store where he formerly worked, and write a letter to himself.

In almost every case, the president said, the letter, circular or piece of business-paper copy which resulted, had rung the bell.

It is an obvious, common-sense way of accomplishing an important thing.

The value of any letter to retailers on policy is not in the suggestion it makes but in the retailer's conception of what the company means and intends by its change of policy.

A message written to himself by a man in the company as he was when he was a retailer, doesn't ask the retailer to step out of his store groove into the manufacturer's plant. It shows him a manufacturer talking to him from behind his own counter.

Getting Ready for the Last Quarter

Additional evidence that the trend of business in most lines is satisfactory was given last week by the half-yearly reports furnished by companies in widely diverse fields.

General Motors almost doubled its half-year net earnings; earnings for the United States Steel Corporation jumped; loadings of railroad freight cars for the week ending July 17 again passed the million mark; railroad earnings showed general gains; oil companies, equipment concerns and many others contributed to the good news.

It is now apparent that the half-way mark presents far better conditions than were predicted earlier in the year by "commercial experts," and that business continues healthful as it enters the third quarter.

Basic world conditions, however, indicate that the general trend of commodity prices toward lower levels, a decline of almost 11 per cent average in six months, is still downward.

It is interesting to note the plans which are being made by manufacturers in many lines to make the last quarter of 1926 the best quarter of the year in the face of this basic condition.

The effect of lower commodity prices on manufacturing companies varies considerably. While the lower costs of the materials the manufacturer purchases to make

up into his product bring about a slightly lower cost of operation, the general commodity fall is usually thought of as symptomatic of falling business demand, and in the past has usually brought about a lower rate of earnings.

There is a wide disposition in these days to question the truth of any such general tradition, to think more in terms of specific companies and their peculiar problems and methods of meeting them. The fallacy of talking in general terms may be seen in a specific case, such as that of the Corn Products Refining Company, which might be favorably affected by a drop in corn prices, but unfavorably affected by a fall in sugar. In a situation where corn was low and sugar high, this company's profits would go up. So it is in other specific industries.

Particularly in companies which have control over their markets because of branded merchandise, known channels of distribution, and ingenious marketing plans, slight changes in commodity prices have only a minor effect.

Such companies know how to put pressure for increased sales on certain markets, how to change sales strategy to increase volume and make larger profits even at lower prices.

A large number of these companies, and they are almost without exception concerns which are known to the millions because of their long years of advertising investment, have plans under way for the fall and winter months which will sweep them into 1927 with flying colors.

In other backward industries which have refused to change marketing policies to fit the changing times, where men have formed the habit of making profits by speculating in raw materials, falling commodity prices will mean something quite different.

It is time that professional predictors about the future ceased talking in generalities. Different industries operate in entirely different ways and the merchandisers are going to be much happier at the end of the last quarter than the speculators are.

Economics versus Advertising—Why the "Versus"?

Until recent years economists were generally opposed to advertising. From their viewpoint, it was an economic waste. They knew economics as a general social science, but they did not know advertising as a practical business activity. They were academic, and advertising was business life itself. Later on—just a few years ago—one or two economists ventured to inquire into the actual results of advertising, and they readily saw that advertising, after all, is a productive activity which justifies its existence. They found that it pays to tell the public about a good product or service—pays both the public and the advertiser.

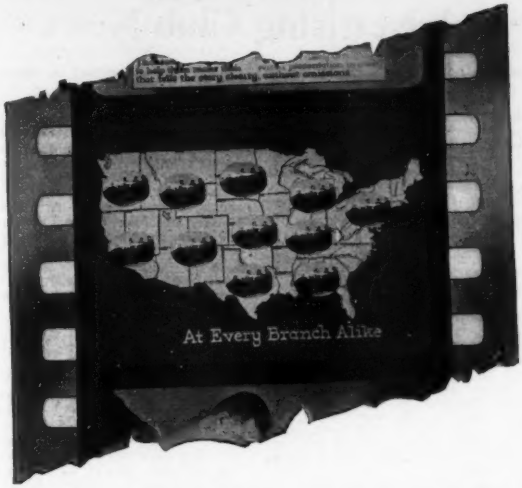
To tell prospective consumers what they want to know about a product or a service, and to tell it economically and effectively—that is advertising. It is a necessary function in business organization, and it needs no defense on economic grounds. But there are still many who do not see the true function of advertising in its naked simplicity. They are dazzled by superficial ideas and impressions. These many need to be better informed. This need may be met by the proposed educational work of the International Advertising Association.

Du Pont de Nemours Income Doubles

E. I. du Pont de Nemours & Company, Wilmington, Del., reports a net income of $21,757,131, after charges, for the first half of 1926. This compares with $10,971,732 for the corresponding half of 1925. Net sales for the first six months of this year were $56,613,212, against $47,761,249 for the same part of last year.

R. L. Wilkinson, Service Manager, Delco Equipment

R. L. Wilkinson, service manager of the Remy Electric Company, Anderson, Ind., and vice-president and sales manager of the Klaxon Company, Dayton, Ohio, has, in addition, been made service manager of the Dayton Engineering Laboratories Company, also of Dayton, manufacturer of Delco starting, lighting and ignition equipment.



One Subject For All

Lighted pictures of the best kind will present your ideas without variation, without omission and without misunderstanding. The same subject covered the same predetermined way at all your branches.

For this purpose we offer the services of a highly skilled staff, thoroughly trained by ten years of experience in preparing special picture material for sales promotion and educational work.

Every picture we have ever produced has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Newspapers' Film Corp'n

217 West Illinois Street, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides

New York Representative, 51 East 42d St., MURray Hill 2296
Los Angeles Representative, 827 West 53d St., VERmont 6431
Dayton Representative, 787 Reibold Building, GARfield 338

Advertising Club News

Organizer of Fake Convention Sentenced to Prison

Through the efforts of the Better Business Bureau of the Portland, Oreg., Advertising Club, Harry C. Ford has been sentenced to thirteen months in a Federal prison. He pleaded guilty of attempting to hold a fake convention of the National Association of Railroad Purchasing Agents and Storekeepers.

Ford attempted, through a corporation with a name closely resembling a legitimate organization, to hold a national convention at Portland. On the strength of the proposed gathering he sold advertising space in a fictitious "Memorial and Buyer's Guide" at $200 a page. He established convention headquarters and went through all the motions of preparing for a *bona fide* national meeting.

The Better Business Bureau investigated and exposed Mr. Ford and his swindling scheme. It was found, according to the club's statement, that he has a long criminal record growing from various bunco games and a prison record.

* * *

To Discuss Fifteen Advertising Subjects

The yearly program of the Pine Bluff, Ark., Advertising Club, which will include talks on fifteen subjects related to advertising, was opened this week with a discussion on "Analysis of the Various Modes of Advertising." Among other program topics are: advertising copy, marketing, retail salesmanship, and community and church advertising.

* * *

Women's Club to Establish Scholarships

The Philadelphia Club of Advertising Women voted at a recent meeting to establish a scholarship fund from which appropriations will be made to provide for two two-year scholarships at the Charles Morris Price School of Advertising and Journalism of the Poor Richard Club.

* * *

No Summer Let-up for Dubuque Club

The program for the summer sessions of the Dubuque, Iowa, Advertising Club does not reflect any summertime lassitude and the club is carrying out its schedule of twice-a-month meetings without any breaks. Last week the speaker was J. W. Cross, Western manager of the *Woman's Home Companion*, and, next week, Wells Barnett, secretary of the Advertising Corporation, Waterloo, Iowa, will discuss how direct mail advertising may be fitted into the sales plan. Mac Harlan, advertising manager of the Rollins Hosiery Mills, Des Moines, will talk on "The Follow Through" at the meeting on September 8.

Seventh District Convention Chairman Appointed

Fred Foster has been appointed general chairman of the convention committee of the Seventh District of the International Advertising Association, which will meet at Tulsa, Okla., from October 10 to 12. Other members of the committee are E. A. Guise, J. B. Porter, and Miss Grace Leighton. There are fifty clubs in the Seventh District which includes the States of Missouri, Kansas, Oklahoma, Arkansas and Louisiana. Efforts will be made to have 200 delegates attend the convention.

* * *

Helen M. Rockey Heads New York Advertising Women

Helen M. Rockey has been elected president of the New York League of Advertising Women for the coming year. The other officers are: Vice-president, Anna McLean; corresponding secretary, Emily E. Connor; recording secretary, Mae Shortle, and treasurer, Elsie E. Wilson.

The following have been elected directors: Minna Hall Carothers, Janet MacRorie, Mrs. K. H. B. Mullally, Lois Z. Guck, Jane J. Martin and Clara B. Woolworth.

* * *

Officers of Cleveland Club Re-Elected

All officers of the Advertising Club of Cleveland have been re-elected. They are: President, Frank M. Strock; first vice-president, Paul Teas; second vice-president, John S. King, and treasurer, Robert J. Izant.

* * *

Meets Informally During Summer

The Women's Advertising Club of Toledo, Ohio, is meeting informally every Wednesday, during the summer, at the Woman's Club. The annual summer picnic of the club was held recently.

* * *

Round Table Talks for Hartford Club

During the month of August the Hartford, Conn., Advertising Club will hold a series of round table discussions on the various mediums of advertising. These will include newspaper, magazine, direct-mail, and novelty advertising.

* * *

Jess Gittinger Leaves Kansas City Bureau

Jess Gittinger, who has been with the Kansas City Better Business Bureau, has joined the Minneapolis office of Henry L. Doherty & Company.

Advertising Specialty Association to Meet

The dates for the annual convention of the Advertising Specialty Association which will be held at the Sherman Hotel, Chicago, have been set for from September 20 to 23. A change in the usual order has been made this year in that the exhibits of specialty advertisers will open on September 20, but no business session will be held until the following day.

Mrs. Bernice Blackwood, executive secretary of the association, informs PRINTERS' INK that one of the features of the meeting will be a showing of the association's second promotional film which will then be released for general showing. This picture, which is entitled "Secrets," had its first presentation at the Philadelphia convention. In this film animated cartoons and feature material are combined. President C. K. Woodbridge of the International Advertising Association plays a leading part.

* * *

An Old Cobbler Talks Advertising Philosophy

Seated at his last, an old cobbler, while busily engaged in work on a shoe, addressed a meeting of the Advertising Club of Indianapolis. Philosophically, he discoursed on the part which advertising plays in making the world a more cheerful place in which to live. He had observed, he said, that advertising men play a vital part in making life more livable and that their messages brought countless people news of things that help to lift humanity to higher levels.

The old cobbler was Carl Allee Bundy, first vice-president of the Advertising Club of Los Angeles, who assumed this character to lend color and interest to his subject, "The Old Cobbler's Views on Advertising."

* * *

Interstate Merchants' Council to Discuss Advertising

Advertising problems are to be featured at the tenth semi-annual convention of the Interstate Merchants' Council, to be held at Chicago from August 11 to 13.

Among the principal speakers who will appear are: Paul Davis, of the Paul Davis Dry Goods Company, Waterloo, Iowa; H. P. Williams, Williams & Cunnyngham, Chicago advertising agency; Ray Martin Hardy, Michigan Business Bureau, Lansing, Mich.; J. G. Pattee, Newcomb-Endicott Company, Detroit, and Edward W. Thompson, A. B. Dick Company, Chicago.

* * *

Philadelphia Bureau Uses Car-Card Advertising

The Philadelphia Better Business Bureau recently conducted a car-card campaign to impress upon the public the need for caution in investments. The cards carried the slogan, "Investigate Before You Invest," and were signed, "Better Business Bureau."

It Is a Mistake for Advertising Writers to Sign Copy

THE NASH MOTORS COMPANY
KENOSHA, WIS., July 30, 1926.

Editor of PRINTERS' INK:

Apropos of the revival of the question as to whether advertising should be signed.

I have just been going through my Tom Dreier file (as I not infrequently do), and I have run across a letter received from him "way back when" he was editor of "Associated Advertising" in 1914.

His letter reads:

"Vincent L. Price, president of the St. Louis Advertising Men's League, recently made a plea before that organization for the advertising man to be permitted to sign his work. He urged that by doing this the advertising man is given more individuality and incentive, becomes known and trusted by the public, and is a part of the executive staff, rather than a mere employee told to do certain things by the head of the firm.

"What do you think about this? You know what the name of Frederick Palmer or Rudyard Kipling signed to a story means. Why shouldn't the name of—say, George Hubbs—mean just as much at the foot of an advertisement?

" 'Associated Advertising' wants to say some things about this, and expects you to speak right out in meeting."

My reply to Tom's letter was as follows, and it would be exactly the same if I were writing it today:

"If a business is so small that the signature of an advertising man will give it prestige, I seriously question whether it is big enough to advertise.

"If the enterprise *is* big enough to advertise, it is probably bigger than the advertising man and hence does not need his public approval.

"I think it would be a serious mistake for any advertising man to take the position that he is the kite and the business is the tail, but this would necessarily be the frame of mind of the man who felt that he could add prestige to an advertised product by putting his 'John Hancock' at the bottom or top of an advertisement."

GEO. C. HUBBS.

F. G. Wolf Joins Quality Photo-Engraving Company

Fred G. Wolf, for the last eight years production manager of the Blackman Company, New York, has become a partner in The Quality Photo-engraving Company, Inc., also of New York.

Death of Edward A. Olds

Edward A. Olds, president of the Packer Manufacturing Company, New York, Packers' Tar Soap, Charm Shampoo, etc., died at New York on July 29. He was eighty-two years old.

The Little Schoolmaster's Classroom

THE manufacturer of a specialty product in the men's wear field found that he was losing sales at the retailer's counter after he had created enough interest in his product to get men to ask for it by name. Letters to him from prospects, who had tried to get his product, complained that the clerks seemed to know nothing about having the item in stock. Several said they had been urged to buy other items of men's wear.

The manufacturer wrote to the owners of all the smaller stores carrying his product. He asked them for the names and home addresses of his clerks, promising to send them ten rules for better selling. He added names to the list thus obtained by having his salesmen get other ones as by-products of sales calls. To all of these he then sent his "more sales" idea in the form of a neat card called "Ten Ways to Please and Hold Customers." His name appeared only in modest italics at the lower right hand corner. His ten rules were:

1. Make customers think they are buying, even though you are quietly guiding the sale along.
2. Let waiting customers know they will be served in a few moments.
3. Address customers by their names. Try to remember them, even though they do not buy from you frequently.
4. Approach customers briskly, but don't hurry them into buying.
5. Be courteous always. Hard-to-please customers are good tests of your selling ability.
6. Be careful about refusing requests made by customers. Refer to the proprietor or manager.
7. Study your merchandise. Know all about it and you will be able to discuss it intelligently.
8. Ask your customer for his telephone number and tell him you'll 'phone him if some new merchandise of interest to him comes into the store.
9. Keep a record of the names and addresses of your customers and when you have a sale or any special news about the store drop them a personal letter or a postcard. It pays.
10. If you haven't a certain article in stock, telephone your jobber or manufacturer and try to get it for the customer—at once.

It will be noted that though the first nine rules apply particularly to men who sell, the tenth is directed at the proprietor.

When the cards were mailed to the home addresses of clerks, a letter was sent also to each proprietor enclosing an extra card and telling him what had been done. A large number of replies were received from store owners thanking the manufacturer for his helpful suggestions to clerks. Many of the proprietors mentioned the fact that point number ten applied to them and they were going to act on it at once. Several letters congratulated him on the clever way he had suggested an order in his last rule. "As a matter of fact," he told the Schoolmaster, "I wanted an even ten rules and used that one because it was the last line in a new dealer broadside we were issuing. Our product's name was used. I ran instead the line: 'a certain product.' I was given credit for being subtle when I was merely using a by-product to fill in the lack of another idea for rule 10."

* * *

The Schoolmaster has always pinned his faith to the slogan used by so many manufacturers, "Get them to use it and they'll sell it better."

The retailer or jobber who is using the product himself knows how to sell it more intelligently.

The Pyrene Manufacturing Company of Newark, N. J., maker of Chromine, discovered that the user-jobber is the best sort of representative to have in the field.

It happened that one day last winter a jobber overheard a man sitting in a car complaining to a selling station that Chromine had not worked out well for him. He was through with it for life. Now this particular jobber had used the product intelligently and knew that it was well designed for its purpose and that it would work, while the retailer was apparently willing to let the customer get away with

Know the Facts—

Write for a copy of our new Synopsis

YOU are probably making plans for your 1927 advertising campaign at this time. Before making up your list, be sure to investigate the profitable field covered by BUILDINGS AND BUILDING MANAGEMENT. Our new Synopsis contains detailed information and gives reasons why the building owner and manager is a vital factor in your selling plans.

These executives make the final selection of materials and equipment for constructing the office, loft, apartment buildings and apartment hotels of the country. These men must be acquainted with the merits of your product before greater progress can be made in furthering the sale of your material or equipment in this field of big buildings.

Manufacturers and advertising managers whose products are used in this field and advertising agencies whose clients have products adaptable to this market should have a copy of our new Synopsis. The information it contains will help you in furthering the sales and merchandising of your products.

Write for a copy today.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO *Member A. B. P.*

Manufacturing Plant in New York State

For Sale or Rent

Stone Mill, brick house and other buildings at Union Springs, New York, overlooking Cayuga Lake, 11 miles from Auburn, with water power and unlimited pure spring water supply. Good opportunity for manufacturer of Ginger Ale or any other Beverage. Railroad siding. Would consider taking an interest in business.

Address "T," Box 239, care of Printers' Ink, 185 Madison Avenue, New York.

four "A" man available

A man of proven ability and excellent references, with 10 years' 4A agency training in production, sales and business correspondence, is seeking a permanent business berth

A small agency that has big prospects will find him invaluable as a general contact and production man who has the peculiar ability to keep his feet "on the ground" when others are "up in the air"... This man is married, 27 years old, and a Christian. Salary open for discussion

Address Box W-93
Printer's Ink

it, the jobber plunged into the thick of the fray. He insisted upon checking up with the owner and discovered that a leaky radiator which had allowed the solution to drip away to be replaced only with water, was the cause of the freezing of the irate man's car. He stuck to the argument until he had proved to the entire satisfaction of the man who had complained that he was at fault and not the product.

The company discovered this fact when the man who had complained ordered for a large fleet of motor trucks the product he had formerly kicked about, and then had resold to him by a man who knew it because he used it. It is safe to say, the Schoolmaster believes, that one jobber or retailer who uses the product himself is worth, in intelligent presentation to the purchaser, five who merely know it as the name of one of the items in their stock.

* * *

A few days ago the sales manager of an automobile company told the Schoolmaster how he is getting more sales when the present customer can't buy from him. "As you know," he explained, "few men who buy one of our cars are prospects for another, at least, for two or three years. They can't afford two cars. So when we make a sale it's useless to try to make another to the same man a little later.

"Nevertheless, if the man who has just bought one of our cars is out of the prospect class, there is no reason why he shouldn't be a sales asset to us. A few months ago, I hit on the idea of making each sale the nucleus or starting point of another sale. Soon after a man has bought from one of our distributors, we write a friendly letter to his neighbors telling them Henry Brown, whom they know, has bought a roadster, a coach or whatever the model happens to be. Of course, they are probably well aware of the fact, but we repeat the news. Then we suggest that if they happen to be thinking of buying a car a talk with Mr. Brown would be worth while. When they



Every parcel shipped by mail has money value

NORTH America Parcel Post Insurance does not cover currency sent through the mail. Yet every package mailed is money in an equally losable form. Insurance is your only protection against financial loss on packages, and a North America Coupon Book represents dependable insurance in its most convenient form. Wrap a North America Coupon in every package and you are assured of satisfactory adjustment without red tape or delay. Ask your insurance agent, or write for complete information.

Insurance Company of North America

PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"

Founded 1792

Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept. W85

Name .....

Street .....

City ..... State .....

Wants information on Parcel Post Insurance

A Research Position with An Advertising Future

TO a young man who is determined to "get into" advertising, who really seeks sound training, who wants to grow surely, rather than swiftly—this position is in every respect a real opportunity.

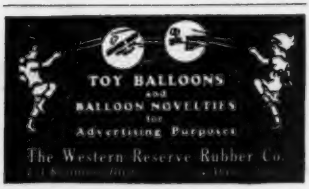
It is with a well-known agency. The position starts with research work, with every opportunity to develop into a well rounded advertising man. Experience in advertising not necessary.

Qualifications: An alert, creative mind. An attractive personality. Education that assures good taste and ability to express one's self. Age, around 25; single. Answer by letter, making your reply complete as possible.

Address "X," Box 94, care of Printers' Ink.

ADVERTISING MANAGER WANTED. A prosperous Radio Manufacturing Company with several years' record of continuous success and growth is looking for an Advertising Manager who has constructive ideas. One who has the viewpoint of advertising as a means of increasing sales. We prefer a man who has held a similar position with a manufacturing company rather than one who has had only Agency or Magazine experience. To the man qualifying we will offer a good job now with a future that is whatever he can make it. Box D, 27 Whittlesey Ave., East Orange, N. J.

RADIO MERCHANDISING
The Magazine that sells the goods
25,000 Circulation
100% A-1 Coverage
239 West 39th St.
NEW YORK



learn what Mr. Brown thinks of his new car, their own ideas of what they would like to buy may take more definite form. It's nothing short of amazing to learn how often the recipients of our letters will have a talk with a friend who has just bought a car."

* * *

Those of the Class who like to indulge their imagination will find, as the Schoolmaster has, most fertile possibilities in a sudden windfall of the fruits of civilization upon the natives of Watling Island, in the Bahamas, when a ship en route from London to New Zealand, grounded on a coral reef.

To lighten the vessel, the crew jettisoned something like $1,500,000 of its cargo, which included clothing, automobiles and musical instruments. These were immediately salvaged by the dusky natives. From reports of the eager manner in which the material was seized, it would seem that there was an unrecognized demand for this merchandise in a market overlooked by exporters.

It is a far cry from Columbus to modern distribution and advertising, yet the Schoolmaster bridges the gap of time with some pleasant musings. Here, on one of the islands first sighted by the discoverer, there are suddenly thrust upon the natives the latest Paris styles, motorcycles and other goods made familiar to the larger part of the New World by advertising. Would it not seem that this accident and its consequences might afford an excellent opportunity for marketing research investigators? A virgin territory, a primitive people, free from the conflicting desires created by the competition of rival advertisers! For those members of the Class who are interested in studying the psychological reactions of consumers to new ideas, there is presented a trial market made to order.

And what an opportunity for those who urge the use of sampling methods. They should be interested in gathering statistics on the number of orders which may come through from Watling in-

WANTED

A Capable Copy and Contact Man

—o—

Salary $5,000

—o—

One who can assume complete responsibility for several accounts of medium size—and build them up. He will prepare his own campaigns and put his ideas over with the client.

He must have a broad back-ground of advertising experience—preferably *agency* experience.

His ideas must be worth while—not necessarily startling, but thoroughly sound—otherwise they won't go over with our clients.

He must write convincing sales copy—most of which will have to pull inquiries, *plenty* of them. Several of our clients are in the mail-order field.

He must have a good sales personality—because he'll be representing the agency in sales capacities constantly.

We'd also like him to be fairly young. 28 to 35, clean-cut, enthusiastic and *certainly* energetic.

We have an excellent business now—and it's constantly growing. We want a man who can help us KEEP ON GROWING.

He can hang his hat here in Washington *permanently*—if he likes us and we like him. $5,000 a year will start him off and after that he can keep on going FAST if he can deliver.

Washington is an ideal city—and this is a young, good natured, prosperous agency. It's an excellent chance for some man who has already made a good start, but has considerably more ability than his present position requires.

Write us first. An interview will follow—*may be*.

A First Class Art Director

—o—

Salary $5,000

—o—

That means a man with a knack for originality in layouts. And one who can both produce himself and buy the production of others.

When there isn't too much art work going through—this man will handle it all. But that won't be the situation often.

He'll have to do a certain amount of lettering, a certain amount of design work, and quite a little figure work. What he does we want to be creditable.

But equally important—we want him to know how to buy outside work that *fills the need*. And that means he must have a very practical comprehension of the functions of advertising, as well as a knowledge of art.

He'll have to have a good personality, too, because we'll want him to sit in with clients and intelligently discuss the application of art to advertising. Which in turn will require that he really study a client's sales and advertising problems—just as carefully as we do—so that he CAN discuss them intelligently.

The man who makes good on this job probably will not stop at $5,000 or anything like it. As he helps us grow, he will grow with us.

It's a real opportunity—but only for a *real man*. Send samples and give a very definite outline of your qualifications.

TAUBER ADVERTISING AGENCY, Inc.

925 Fifteenth St., N. W., Washington, D. C.

Who Sells
the Bulk of the Building Material?
Lumber dealers do. The scope of their business is increasing yearly. 35 to 50% of their sales are other than lumber. Good credit.
Write for survey listing items handled.
American Lumberman
Est. 1873 CHICAGO A.B.C.

YOUR PRODUCT
will find its market in the
CHURCH FIELD
through the preachers' trade journal
THE EXPOSITOR
710 Caxton Building, Cleveland, Ohio
156—5th Ave., New York
37 South Wabash Avenue, Chicago
Sample and rate card on request.

ADVERTISING SALESMAN WANTED
Experienced Advertising Salesman who has sold Motion Picture Advertising Service, Magazine or Newspaper space. Exclusive territory open for an aggressive, clean cut financially responsible, high pressure salesman accustomed to Large Earnings. We have finest library posed-from-life advertising film service in America covering hundred lines of business. You can start on commission basis or start your own agency, buying our service on wholesale plan. Be your own boss. Get in business for yourself. Write MONARCH ADVERTISING FILM CO., Waterloo, Iowa.


Community Advertising Specialists
Communities served from Fairbanks, Alaska to cities in Florida. Send for questionnaire for tentative survey of your city.
Bott Advertising Agency
Little Rock, Arkansas

Photostats !!!
of any subject —
By Photographers
Fast Messenger Service
PACH BROS.

28 West 44th Street, New York, N. Y.

habitants for grand pianos, motorcycles and ladies' finery.

The Schoolmaster has no doubt that the dusky Watling Island ladies are getting much esthetic pleasure from their newly found finery. But suppose the Gotham Silk Hosiery Company, for example, should start a campaign and, upon examination, the ladies should find that their stockings lacked the important gold stripe, would they be as satisfied with their possession? The Schoolmaster wonders.

It is possible, however, that advertising, even in this instance, is partially responsible for the ready acceptance evidenced by the natives. As British subjects they have been exposed to the slogan, "British Made Goods Are Best," which is stamped on mailing matter by the British Government.

There is much more room for rumination as to the marketing aspects of this incident and the Schoolmaster passes these thoughts on to this session for general discussion.

Union Pacific Gives Time-Table in Newspaper Copy

Instead of making its prospective passengers write for a schedule of Union Pacific through trains, this railroad is using large space in newspapers to put this information before the public. For instance, in recent newspaper advertising in Cleveland, copy four columns wide is given over to a time table summary of schedules for the Pacific Coast and the national parks of the West.

The information for each point of destination carries a sub-head which tells how many trains leave for that point daily and gives the round-trip fare.

Changes in Staff of The Mayers Agency

Benson Curtis, secretary to the president of The Mayers Company, Los Angeles advertising agency, has been made space buyer. Merle Strange has joined the copy and service department. He was formerly with Bodin-Strange, London advertising agency.

"GIBBONS knows CANADA"
J. J. Gibbons Limited, *Advertising Agents*
TORONTO MONTREAL WINNIPEG

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters
Modern Cut-Cost Equipment
Also Rebuilt Machinery
Conner Fendler Branch, A. T. F. Co.
New York City

TRY Litchfield NEW YORK

Advertising Expert—firm or individual—willing to invest $25,000 (not necessarily all at once) in a Company which holds patent to and proposes manufacturing a new food product of enormous possibilities. This is an out-of-the-ordinary offer, worth investigating. Box 866, P. I.

WANTED

Free-lance artist to take space with a small, growing agency. Good opportunity for a figure man or an all-around black and white artist. Reasonable rental in consideration for preference of our own work. Box 852, care of Printers' Ink.

Publishing Opportunity

Owner of well-established trade magazine finds other interests and previously established business engrossing too much of his time and is willing to make very favorable price and terms. This is a bona-fide opportunity for an alert man or group of men to establish themselves in a fine, going business in one of the best industries in America. Inquiries invited from responsible parties only. Address Box 862, Printers' Ink, Chicago Office.

Manufacturer's Agent

For West Coast

Available September

Experienced sales executive with intimate acquaintance and unquestioned entree among West Coast jobbers and electrical, radio and automotive trade.
At present sales manager of large New York manufacturer in line demanding electrical engineering training and experience. Returning to California in September. Open to few high grade agency propositions in above lines.
Address G. A. Little, care of Joseph Richards Co., 247 Park Ave., New York.

Experienced solicitor desires to represent established trade paper. Thoroughly experienced in both advertising and editorial departments and can write news for his territory. Excellent record. Box 856, P. I.

ADVERTISING REPRESENTATIVE—Young, experienced copy writer and space solicitor is opening office in Philadelphia September 15th. Wants to get in touch with Trade Paper Publisher who desires concentrated development in field comprising Philadelphia and Baltimore. Box 851, Printers' Ink.

HELP WANTED

Copy Writer, for Condensed Catalogue. Location, New York. Must be able to create copy and layouts of an informative nature. NOT display ads. Give exp., age, present employer, salary expected, etc. Replies strictly confidential. Box 841, P.I.

Experienced advertising space salesman with established contacts with the building trades. Exceptional chance for permanent connection with successful high-grade New York City publication. Sketch Book Magazine, 49 West 45th Street.

Wanted, Manager Printing Plant—300 Employees. Opportunity for man age 28-38 as manager well equipped printing plant employing 300. Must have executive ability and knowledge of all forms of printing. Give complete information, which will be held confidential. Box 835, P. I.

ADVERTISING SOLICITOR for Metropolitan territory by leading drug trade publications. Advertising selling experience essential and knowledge of drug trade will help. Not a job for a beginner but a real money making opportunity for a capable, experienced man. Age about 35 preferred. State full particulars in first letter. Box 863, Printers' Ink.

SALESMEN

Leading organization will arrange interviews in Philadelphia with aggressive men who have successfully sold advertising service. Considerable travelling required and money-making possibilities very great. Experience with bulletins, posters, or similar media helpful. Give complete history with references in first letter. All replies kept in strict confidence. Box 865, Printers' Ink.

WANTED: Assistant in publicity dept. Work involves articles, rewrites and press releases in agriculture and building, also assembly and layout. Some experience in newspaper, magazine or promotion work desirable. Give full details in first letter. Box 838, P. I.

Advertising Manager wanted by manufacturer located in Middle West and distributing nationally advertised products through hardware jobbing trade. Must be thoroughly experienced, preferably with training in sporting goods field. All replies held in strict confidence until after interview. Box 840, Printers' Ink.

COMMERCIAL ARTIST

wanted for Advertising Agency Studio in Australia. Applications invited from front-rank men who can demonstrate their ability to create original and distinctive figure work and clever general designs in line, wash and color. Write fully stating age, exp. and salary required and, if possible, enclose *specimens* of work (not originals) Box 844, P. I.

Editor Wanted

Monthly magazine wants editorial assistant capable of taking complete charge. Must be able to select and edit manuscripts, write editorials and features, plan contents. Only those with four or five years' magazine experience need apply. Box 859, Printers' Ink.

Wanted—A young man with sound merchandising experience as sales promotion manager and sales assistant to general manager of old-established manufacturer of auger bits. The man who can make good by increasing sales can make an attractive future for himself.

Location in a small New England village amid ideal and wholesome living conditions. Must be willing to travel and sell personally to important trade about half of time at start. Must be able to develop and execute selling helps for important jobbers. Must be an effective sales correspondent. Must have tact, energy and courage. Resourcefulness, initiative and adaptability more important than experience in this line. Knowledge of hardware trade desirable.

Apply by letter, stating full details of qualifications and minimum salary acceptable. J. D. BATES ADVERTISING AGENCY, Springfield, Mass.

INVESTIGATOR and REPORTER

An intelligent man of some business experience who knows how to write exceptionally clear and readable English and who would like the best possible training in modern merchandising practice is wanted as a special investigator and reporter. Willingness to travel is essential. If this type of work appeals to you, tell us who you are, what you have done, your age, your present salary, and why you apply for the job. Address Box 861, Printers' Ink.

DISTRICT SALES MANAGER wanted by large Food Products Corporation; to travel in the South. Ability to do Personal Selling to the Dealers is essential. The job will require constant traveling. There is an excellent future for an ambitious man who is willing to work. A letter containing the full details of your Sales experience and age will receive immediate consideration. Box 867, P. I.

AN OPPORTUNITY FOR A YOUNG MAN with trade paper or agency experience.

He must have art ability as well as a knowledge of trade paper make-up, layout, and mechanical requirements.

He must possess creative talent and be able to write interesting trade articles that will make him a valuable adjunct to the editorial staff.

He must be prepared to start at the bottom at a moderate salary.

For such a man there is a profitable opportunity to grow with an aggressive trade paper edited in N. Y. C. Box 864, P. I.

SKILLED WRITER

A business service of high standing has an opening for a man of proved ability as a clear-headed thinker and writer. Business experience is desirable; trained brains essential. This job offers a good salary and a splendid opportunity to the right man. State your age, education, experience, and recent income. Your reply will be held in strict confidence. Address Box 860, Printers' Ink.

WANTED—Young man for field sales promotion work by long-established Eastern Manufacturer of mechanical and electrical equipment for measuring and controlling temperature and electricity, having world-wide reputation. Must have some experience in creative advertising or sales promotion work preferably in advertising agency, but now desirous of broadening out through travel and field work. Engineering graduate preferred or young man having mechanical or electrical interests. Work will include opportunities for extensive travel and quick transfers suitable for single man, followed by campaign of direct-by-mail sales engineering. Proven ability required for finding, analyzing and writing up in creative bulletins new applications and valuable uses for manufacturer's products with assistance of large staff of Sales Engineers and operating in several branch offices in rotation directly under District Managers. Fine opportunity for advancement for young man desirous of starting on reasonable basis by first getting specialized preparation and training and then proving ability and results. Rapid progress essential to hold job. Write, stating age, freedom for unlimited travel, education, experience and salary desired. Box 853, Printers' Ink.

Advertising Salesman. Publishers' Representative long established in the foreign field handling some of the finest export publications in the world wishes to get in touch with a capable salesman experienced in export advertising. To a man who knows the business and can take care of himself financially for two or three months this position should prove extremely remunerative with a possibility of partnership. This is strictly commission, no advance, no drawing account, but commissions paid on verifications of orders. New York City. Box 837, P. I.

POSITIONS WANTED

ARTIST

All around, 7½ years' experience. Part time position or free-lance work. Will take desk space where work warrants. Box 850, Printers' Ink.

HOUSE ORGAN

Editor on leading trade journal can devote part time to editing house organ of non-technical line. New York district. Box 839, Printers' Ink.

Production Manager for publication, agency or large corporation. Wide advertising exp. Copy; layout; typography; direct advertising; skilled—A to Z—in all mechanics of publishing and advertising. Box 836, Printers' Ink.

He is:

Advertising Manager of New York Oil Corporation.

Contract about to expire.

For particulars, write Box 868, P. I.

COME ON! YOU CAN USE ME!

I have practical ideas, good business sense, and can write a "whale" of a sales letter. **NEVER MIND THE SALARY—I'LL TAKE THE JOB. BOX 847, P. I.**

FASHION COPY WRITER

Woman, 26, college graduate. 5 yrs.' exp. writing retail and wholesale copy on fashions, decorations, etc., and editing syndicated style magazine. Knowledge of proofreading, typography, layouts, selection and supervision of art work. Position wanted in or near New York with dept. store, specialty shop or agency. Box 846. P. I.

ASSISTANT TO ADVERTISING OR SALES MANAGER

Young man, 26, single, now employed by manufacturer, desires connection with progressive organization. Experienced Sales Promotion—House Organ—National Trade Journal—Layouts—Credits—Collections, etc. Capable organizing Sales Statistics and Records. Salary, $50.00. Box 849, Printers' Ink.

ADVERTISING MANAGER desires position on Pacific Coast; age, 26 years; reliable character and a very competent executive. Selling and agency experience and university training. Now employed as advertising manager of Central Western daily with which he has been for several years. Open for position as advertising manager of daily or as assistant in advertising department of reliable manufacturer. References furnished. Box 855, P. I.

Artist, creative, quick roughs, layouts or finished drawings; good figure work; all methods of advertising illustration. Twenty years' training in large studios and agencies. Wishes to make a change. Salary or office location with printer, newspaper or agency. Box 857, P. I.

ADVERTISING OR PRINTING

Young man, college trained, pleasing personality, technical knowledge printing, layouts, engraving, paper, estimating; 3 years executive prominent printing house; desires position where diligence and ability are recognized. Box 848, P. I.

Newspaper Executive with 17 yrs'. exp. as Circulation Mgr., Assistant Publisher and General Mgr. seeks immediate change. Now employed as General Mgr. in city of 800,000. Available at any time. Married, 37. Salary of secondary consideration to opportunity. Exceptional references. Reply Box 842, Printers' Ink.

EDUCATIONAL DIRECTOR

and business analyst. College and professional training. Wide experience. Wants to hear from insurance, financial or manufacturing company whose sales are too low; sales expenses too high; distribution too limited; or profits too small. No objection to living in small city. Aged 36; Scotch-Irish; fine health. Box 843, P. I.

Advertising Salesman—first-class with broad, seasoned experience. Successful record in large national magazine, class and trade paper work, wide acquaintance New York and Eastern advertisers and agencies, best references, available for established publisher. Good man for out-of-city house needing New York manager or representative. Box 845, P. I.

ADVERTISING SOLICITOR desires change, preferably with New York newspaper representative. Eight years' experience selling representative list of daily and Sunday newspapers to New York agencies and advertisers. Good salesman, correspondent and sales letter writer. Understands office management and detail. Age 30. Married. Starting salary, $100. Box 854, Printers' Ink.

COPY WRITER
SALES PROMOTION MAN
HOUSE ORGAN EDITOR

Seven years' experience—sales promotion, direct mail, and general advertising; plans, layouts, production, *and copy.* A versatile, adaptable writer; an advertising and promotion manager. Under thirty, college trained. Seeks permanent connection with progressive organization as manager, assistant, or copy writer. Box 858, P. I.

Binders for Printers' Ink

$1.00 Each. Postpaid

PRINTERS' INK binders will hold an average of nine copies each. Figure six binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY
185 Madison Avenue, New York

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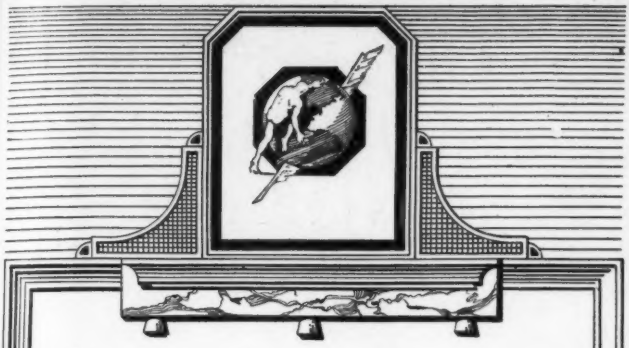
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Specialists in the Tangible

It has been said that the advertising agency deals with a decidedly intangible quantity. In this regard, speaking for ourselves, we contribute the most tangible quantity known to the salesman—a thorogoing knowledge of the retail *selling-nature* and of the consumer *buying-nature.* With this simple tool are induced conviction favorable to the wares of our clients and inquiries for their merchandise. A statement of the commonplace, this, but it involves a thought and a purpose which seem to be lost, too often, in the rataplan of drums and the blare of brass.

The Geyer Company
Advertising
Third National Building
Dayton, Ohio

WEG

The Chicago Tribune Leads in Financial Advertising!

45.3% of the financial advertising which appeared in Chicago newspapers in 1925 ran in The Tribune. This was more lineage than carried by the three next papers combined and more millines of financial advertising than carried by all the other papers combined!

Practically every banker and broker within a radius of 300 miles of Chicago reads The Tribune. It is the most important financial medium in the West.

Depositors and investors have learned to look to and repose confidence in The Tribune. An overwhelming majority in the five states of Illinois, Indiana, Iowa, Michigan and Wisconsin follow it for the daily quotations and reviews of the market.

Chicago bond houses, close to conditions, and checking results uniformly, spend more than half of their appropriations in The Tribune. In fact, during 1925, 65% of all bond advertising in Chicago newspapers was placed in The Chicago Tribune.



Proportion of financial advertising carried by each Chicago newspaper in 1926

The advertiser who wants to reach established buying power can safely follow precedent by placing his advertising in The Tribune.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Grow with The Tribune in 1926!